

AIA Wisconsin  
July/August 1997

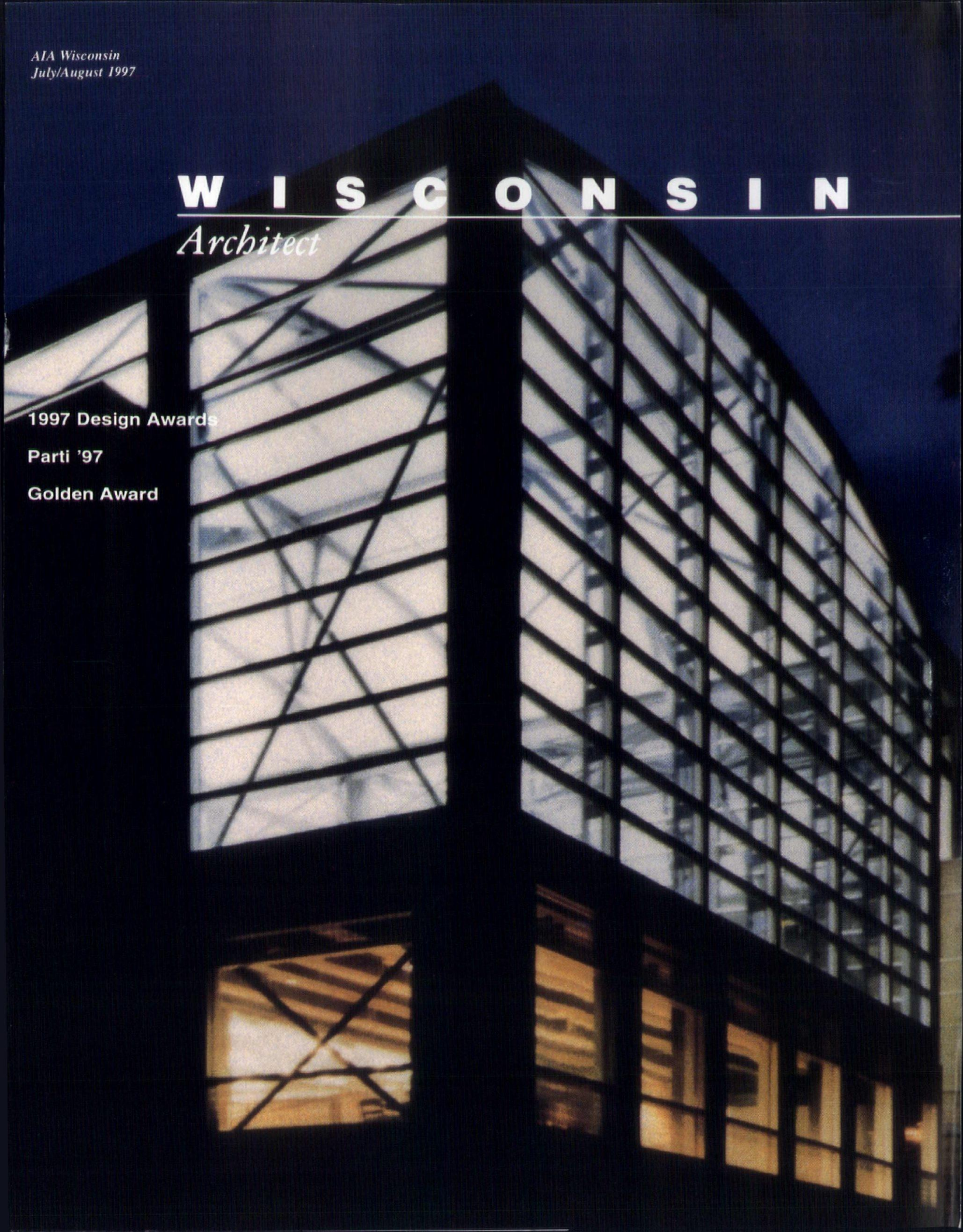
# W I S C O N S I N

*Architect*

1997 Design Awards

Parti '97

Golden Award





# A Sign for the Times...

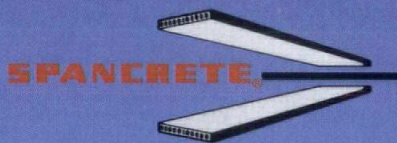
Poblocki & Sons have created signs for many important corporations. Their business relies on substance as well as image, so when they wanted to create their own visual statement, they depended on Spancrete to provide the canvas for their latest creation.

Everything from the sweeping curved front spandrells to the columns supporting the awning entry was a way for Spancrete insulated wall panels and precast architectural elements to help bring the design to life.

*"Spancrete is much more than just a supplier, they're more like a business partner. I trust their judgement, and the experience they provide, in addition to the attractive, consistent and reliable products they offer. They've exceeded my every expectation".*

*Mr. Robert Neumann, Architect - Computerized Structural Design, S.C.*

Spancrete is your sure sign of a building that has been constructed to stand the test of time, architecturally and structurally.



*"Striving to be the most responsive partner and innovative provider of precast solutions."*

## Spancrete Industries, Inc.

Waukesha, Wisconsin 414-290-9000

Chicago, Illinois 773-775-6402 • Green Bay, Wisconsin 920-494-0274

[www.execpc.com/~spancr](http://www.execpc.com/~spancr)

e-mail: [spancr@execpc.com](mailto:spancr@execpc.com)

Quality • Service • Durability





# AIA Wisconsin

A Society of The American Institute of Architects  
July/August 1997

## WISCONSIN

### Architect

**AIA Wisconsin Board of Directors:** A. James Gersich, AIA, *President*; John G. Horky, AIA, *Vice President*; Daniel J. Roarty, AIA, *Secretary/Treasurer*; Horst W. Lobe, AIA, *Past President*; Joseph W. Albert, AIA; Patrick Brockman, AIA; Jack Fleig, AIA; Thomas E. Hirsch, AIA; Richard R. Johnson, AIA; Gregory A. Karn, AIA; Scott R. Kindness, AIA; Erik L. Madisen, AIA; John G. Peine, AIA; Gregory A. Peterson, AIA; Philip J. Schmidt, AIA; Robert E. Shipley, AIA; Walter L. Wilson, AIA; William N. Danuser, Assoc. AIA (Associate Representative); John E. Czarnecki (UWM Student Representative); William M. Babcock, *Executive Director*.

**AIA Wisconsin, A Society of the American Institute of Architects:** 321 South Hamilton Street, Madison, Wisconsin 53703; phone (608) 257-8477.

**Wisconsin Architects Foundation Board of Directors:** 321 S. Hamilton St., Madison, Wisconsin 53703; phone (608) 257-8477. Ronald G. Bowen, FAIA, *President*; Kerry L. VonDross, *Secretary/Treasurer*; Thomas E. Dowling; H. James Gabriel, AIA; Curt Hastings; Michael K. Kadow, AIA; David T. Kahler, FAIA; Brian F. Larson, AIA; Gil S. Snyder, AIA; William M. Babcock, *Executive Director*.

**North Central Region AIA:** Brian F. Larson, AIA, and James W. O'Brien, AIA, *Directors*.

**AIA Southeast Wisconsin:**

Erik L. Madisen, AIA, *President*; Scott R. Kindness, AIA, *Vice President*; Timothy P. Wiberg, AIA, *Secretary/Treasurer*.

**AIA Southwest Wisconsin:**

Gregory A. Karn, AIA, *President*; Thomas E. Hirsch, AIA, *Vice President*; Mark J. Mattes, AIA, *Secretary/Treasurer*.

**AIA Northeast Wisconsin:**

Gregory A. Peterson, AIA, *President*; Philip J. Schmidt, AIA, *Vice President*; Geoffrey J. Bray, AIA, *Secretary/Treasurer*.

**AIA Northwest Wisconsin:**

Richard R. Johnson, AIA, *President*; Patrick Brockman, AIA, *Vice President*; Raivo A. Balciunas, AIA, *Secretary/Treasurer*.

**Wisconsin Architect, Inc.: Board of**

*Directors:* A. James Gersich, AIA; John G. Horky, AIA; Daniel J. Roarty, AIA; Horst W. Lobe, AIA.

**Wisconsin Architect Editorial Advisory**

**Board:** Peter J. Schuyler, AIA, *Chair*; Robert C. Greenstreet, Assoc. AIA; John G. Horky, AIA; A. James Gersich, AIA; David Black, AIA; Michael P. Eberle, AIA; Robert R. Corbett, AIA; T.J. Morley, AIA; Elizabeth A. Cwik, AIA; Mark J. Kruser, AIA; John Czarnecki; William M. Babcock. *Chapter Coordinators:* Robert E. Shipley, AIA; Daniel J. Becker, AIA; Tim Larson, AIA; Dennis L. Olson, AIA.

**Magazine Staff**

**Managing Editor**  
Brenda K. Taylor

**Coordinating Editor**  
Grace B. Stith

**Publisher**  
William M. Babcock



Printed on recycled paper

### 1997 Design Awards

- |    |   |
|----|---|
| 18 | <b>Honor:</b> UW Wisconsin Law School Addition and Remodeling<br><i>Bowen Williamson Zimmermann, Inc.</i><br><i>Holabird &amp; Root</i> |
| 20 | <b>Merit:</b> Yamazen, Inc.<br><i>Eppstein Uhen Architects, Inc.</i>  |
| 21 | <b>Merit:</b> Department of Agriculture, Trade and Consumer Protection<br><i>Flad &amp; Associates</i>                                  |
| 24 | <b>Merit:</b> Main Street Bridge House<br><i>HNTB Architecture</i>  |
| 26 | <b>Merit:</b> Milwaukee Public Museum/Humphrey IMAX Dome Theater<br><i>Hammel Green and Abrahamson, Inc.</i>                            |
| 27 | <b>Merit:</b> American Exchange Bank<br><i>The Kubala Washatko Architects, Inc.</i>   |

### Features

- |    |   |
|----|---|
| 7  | Parti'97 Highlights   |
| 11 | Parti'97 Exhibitors   |
| 16 | Weaving Art into the Fabric of a Building<br><i>Chris Manke</i> |
| 29 | Golden Award<br><i>Gary V. Zimmerman, FAIA</i>                  |

### Departments

- |    |                                 |
|----|---------------------------------|
| 5  | Guidelines                      |
| 31 | Forum                           |
| 33 | FYI                             |
| 36 | Project Consultant Listing      |
| 37 | Society News                    |
| 40 | Advertiser Index                |
| 41 | Professional Services Directory |

Cover: UW Wisconsin Law School Addition and Remodeling  
Architect: Bowen Williamson Zimmermann, Inc.

Holabird & Root

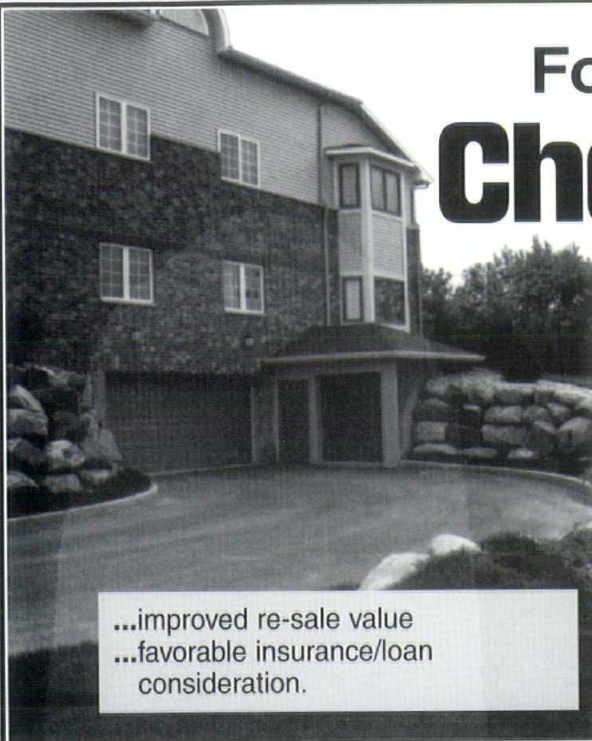
Photography: Eric Oxendorf Photography

**WISCONSIN ARCHITECT** (ISSN 1083-9178) serves the design and construction industry in Wisconsin with circulation to Architects, Engineers, General Contractors, Business and Interior Designers, Landscape Architects, Certified Planners, Developers, Specifiers, Construction Managers, Facilities Managers, Builders, manufacturers and Suppliers. Wisconsin Architect is the official publication of AIA Wisconsin, A Society of The American Institute of Architects, and is published by Wisconsin Architect, Inc. Address all editorial and advertising inquiries to: Editor, Wisconsin Architect, 321 S. Hamilton St., Madison, WI 53703; phone 608/257-8477. Wisconsin Architect and AIA Wisconsin disclaim liability for statements by the editors, contributors and advertisers.



# Fourteen good reasons to.. **Choose Flexicore**

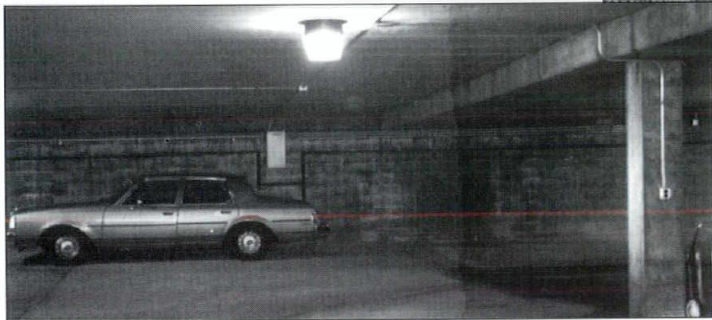
...for apartments, manufacturing,  
warehousing, motel, hotel and  
Mezzanine construction!



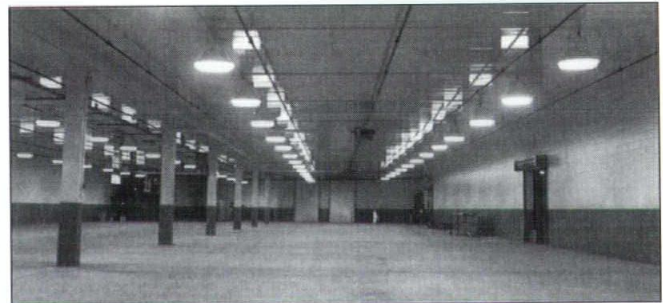
...improved re-sale value  
...favorable insurance/loan  
consideration.



Solid construction...fire resistive (up to four hours)...  
tornado resistive...excellent sound reduction...  
heating...air conditioning may run through cores.



Offers under building parking for condo's, apartments & offices



...clear span up to 50 feet...finished ceilings...resistant to  
rodents, insects, moisture and decay.



...mezzanines...that offer more floor space in your existing building

...Modern  
...permanent  
construction  
...decks serve  
as working  
platform for  
remaining  
construction.



For more information call  
**1-800-236-1072 or**  
**Fax 1-815-389-2339**  
**MID-STATES CONCRETE**  
**PRODUCTS CO.**

Box 58  
Beloit, WI 53512-0058



This issue of *Wisconsin Architect* features the six building projects selected to receive 1997 AIA Wisconsin Design Awards. The distinguished members of this year's jury were Fred W. Clarke, FAIA, Cesar Pelli & Associates, Inc., New Haven; Jeffery A. Sherer, AIA, Meyer Sherer & Rockcastle, Minneapolis; and Daniel H. Wheeler, AIA, Wheeler Kearns Architects, Chicago.

"The buildings that rise to the award level will likely outlive the architects who design them and will be legacies for future generations to use, adapt and reuse," observed Sherer in summing up one of the strongest drivers in the selection process.

A total of 88 projects were submitted for award consideration. Projects ranged from residences and commercial interiors to schools, healthcare institutions and an IMAX theater. Jury members were extremely pleased with the diversity of project types represented in the submissions.

"The award-winning buildings all have very clear architectural concepts that go beyond the plan idea," Clarke commented. "They resolve themselves three dimensionally, programmatically and ultimately in terms of expression. They are all very competent in terms of the way they are built and detailed."

Congratulations to all the participants in the 1997 Design Awards program! The projects presented to this year's jury represent excellent examples of the work of Wisconsin architects and their collaborative efforts with their clients and building team.

James G. Rasche, AIA  
Katherine A. Schnuck, AIA  
Co-Chairs, Design Awards Committee



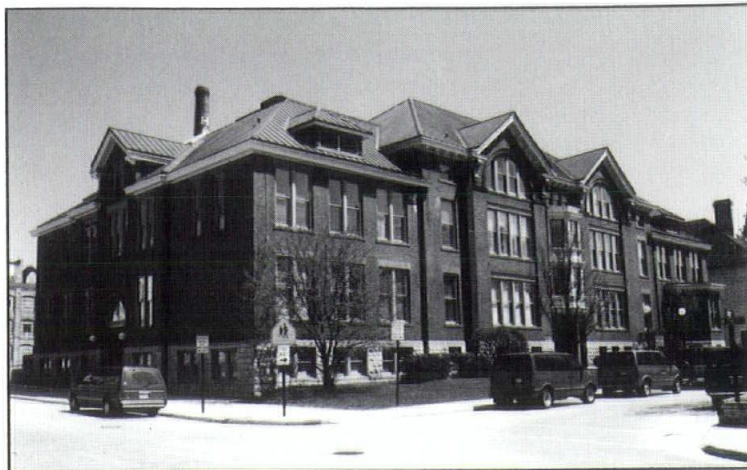
City Hall Offices  
Two Rivers, Wisconsin

Meier and Hoffman  
Architectural & Interior Design  
Cedarburg, Wisconsin

When they decided to renovate the 93 year old High School building into the new City Hall, they decided to install **Marvin Magnum windows**.

Magnums are among the best-performing wood windows in the world. The entire project was a

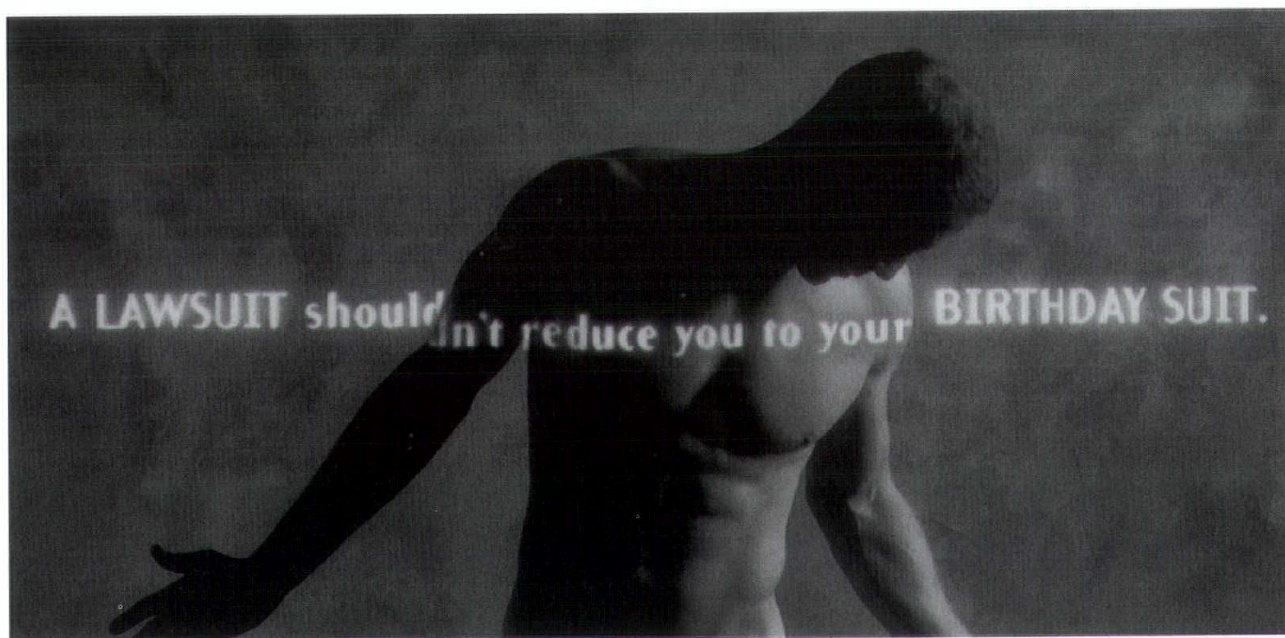
textbook exercise in the benefits of using made to order windows in renovation. When it comes to making windows to order we wrote the book. For more information contact Mark Henry or Bill Reppert at:



builders world, inc.

1-800-686-2206

**MARVIN**  
WINDOWS & DOORS.



*Professional liability insurance will keep you covered. But how to find the right coverage, at a fair price, in the least time? Call Klipstein. For over 15 years, we've been comparing top-rated insurance companies to*

*find the best fit for design professionals—from Design/Build and Environmental coverage to Contract Reviews. Call us today at 608-238-7181.*

*Because the way we see it, one suit should never cost you your shirt.*

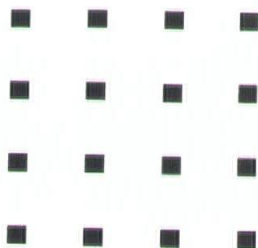
**Klipstein**  
Insurance Services, Inc.

(608) 238-7181 [www.klipstein.com](http://www.klipstein.com)



# Parti'97

## Parti'97



■ The 1997 AIA Wisconsin Convention & Expo, **Parti'97**, expanded the dimensions of the profession and the practice of architecture.

■ Held on May 28 & 29, **Parti'97** challenged attendees to push the boundaries of their practices as they create an exciting new vision for the architectural profession. With the theme *DIMENSIONS: Space • Time • Energy*, **Parti'97** focused attention on emerging design, practice and environmental issues and explored the many opportunities for greater prosperity.

Keynote presentations by internationally acclaimed architect Moshe Safdie, FAIA, and visionary environmental building consultant John Picard inspired and motivated attendees to take their practices to a new dimension.

Informative and interactive professional development seminars, designed to expand the dimensions of architectural practice, provided an excellent source of information. Topics included saving our cities by design, residential architecture, sustainable design, project delivery, marketing, communications, indoor air quality, new state energy code, and negotiating through power and leverage.

The Building Products Expo featured the latest products and services available to Wisconsin's design and construction industry. Exhibitor-sponsored "mini-seminars" allowed architects and allied professionals to gather the latest information on new technologies.

AIA members also earned valuable learning units (LUs) as a part of the AIA Continuing Education System. A total of 241 AIA Wisconsin members earned an average of 13 LUs each by participating in Convention programs.

The **Parti'97** Convention Committee was chaired by Jim Fryk, AIA. The following individuals contributed their time, creativity and energy to assemble the program for **Parti'97**: Terri Bisswurm, Kent Calloway, AIA, Mike Clark, AIA, Melissa Destree, Assoc. AIA, Amy Doyle, Assoc. AIA, Jim Gersich, AIA, Bill Herbert, AIA, Rick Johnson, AIA, Mark Kosobucki, AIA, Steve Mueller, Jeff Neidorfler, AIA, Bill Rattunde, AIA, Lynda Salisbury and Bob Smith, AIA.

The following Convention sponsors and their generous support made the special programs of **Parti'97** possible:

### PLATINUM

Wisconsin Concrete Masonry Association  
Techline Madison  
Energy Center of Wisconsin  
MERO Structures, Inc.

### GOLD

International Masonry Institute  
Giles Engineering Associates, Inc.  
Oscar J. Boldt Construction Co.  
SMPS-Wisconsin Chapter  
Arnold and O'Sheridan, Inc.

### SILVER

C.G. Schmidt, Inc.  
Cadgrafx, Inc.  
J.H. Findorff & Son, Inc.

### BRONZE

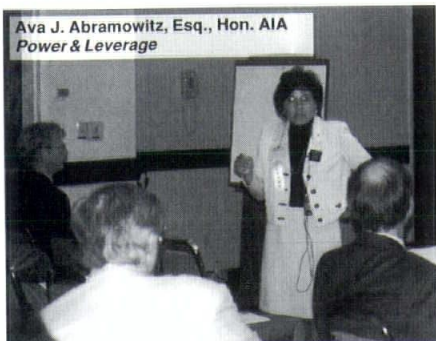
Environmental Specialists, Inc.  
American Access Systems  
United States Gypsum

The **Parti'97** Convention Committee paparazzi collected the following images.

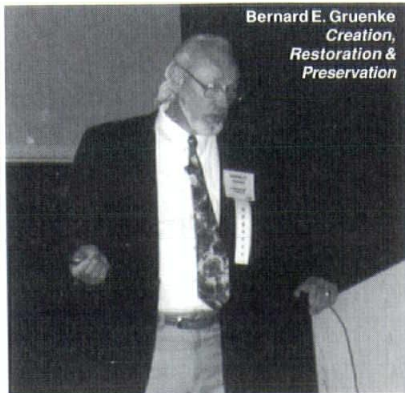


# Speakers & Seminars

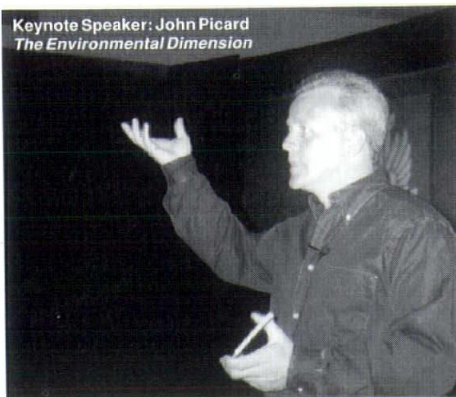
Ava J. Abramowitz, Esq., Hon. AIA  
*Power & Leverage*



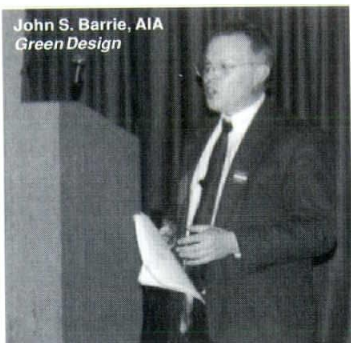
Bernard E. Gruenke  
*Creation, Restoration & Preservation*



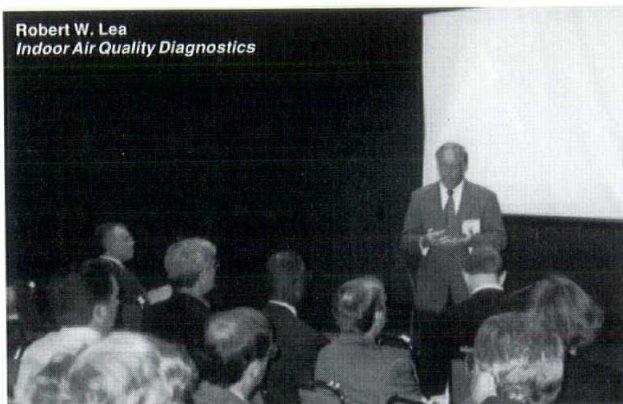
Keynote Speaker: John Picard  
*The Environmental Dimension*



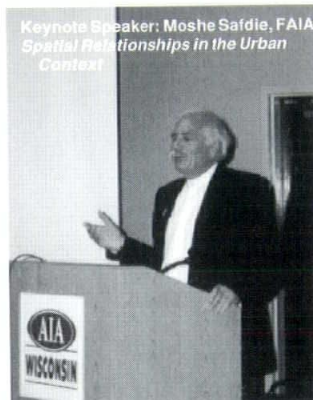
John S. Barrie, AIA  
*Green Design*



Robert W. Lea  
*Indoor Air Quality Diagnostics*



Keynote Speaker: Moshe Safdie, FAIA  
*Spatial Relationships in the Urban Context*



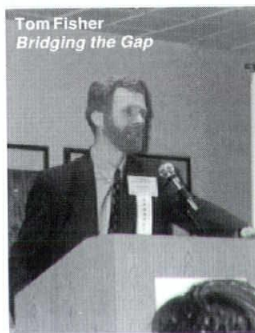
Dale Mulfinger, AIA  
*Really Cool Houses*



Preservation Breakfast  
*St. Josaphat's Basilica*



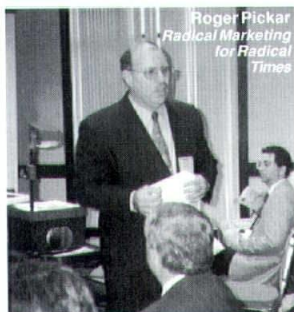
Tom Fisher  
*Bridging the Gap*



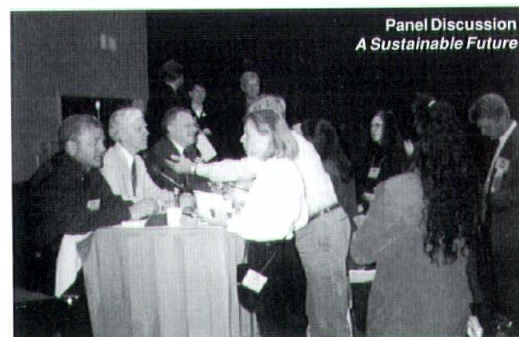
Ross DePaola  
Chapter 63  
*Where Are You?*



Roger Pickar  
*Radical Marketing for Radical Times*



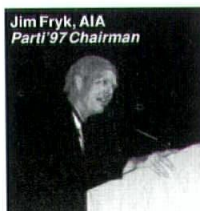
Panel Discussion  
*A Sustainable Future*



Panel Discussion  
*Choosing the Right Delivery System*



Jim Fryk, AIA  
Parti'97 Chairman





## Awards & Special Events

### Design Awards Reception



*UW Madison Law School*



*Milwaukee Public Museum/  
Humphrey IMAX Theater*



*Main Street Bridge House*



*Dept. of Agriculture, Trade and  
Consumer Protection*



*Yamazen, Inc.*

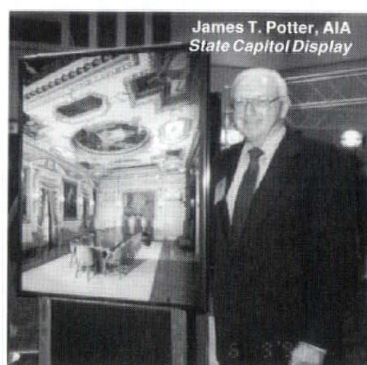


*American Exchange Bank*

### Special Events



*Scott Conwell, AIA  
Masonry Jeopardy*



*James T. Potter, AIA  
State Capitol Display*



*Tony Putnam  
Monona Terrace*



**Parti'97** sponsors were recognized at the Golden Award Luncheon: Energy Center of Wisconsin, MERO Structures, Oscar J. Boldt Construction, Techline Madison, Wisconsin Concrete Masonry Association, and SMPS-Wisconsin Chapter.



## President's Report

In his remarks at the Annual Meeting, 1997 AIA Wisconsin President A. James Gersich, AIA, asked members to remember one simple message: "We hold the future of our profession in our own hands."

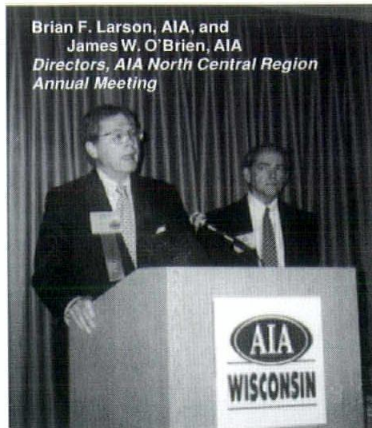
Gersich encouraged AIA Wisconsin members to consider the following points as they think about the ways in which they can contribute:

- "Architects are uniquely qualified, by both training and experience, to be leaders in their communities. AIA Wisconsin can help you accomplish your goals." As examples, Gersich reviewed current community leadership initiatives to assist members in public service activities and to develop a working homeless shelter in Madison as a model program that could be implemented throughout the state.
- "We are in a creative knowledge-based profession," Gersich commented. "We add design capabilities for a better built environment and a sustainable natural environment. Let's not take that responsibility lightly!"
- "This is a profession we, working together, can develop and enhance in both its prestige and penetration in the worlds of consulting and in the construction industry. No one will advance the profession for us!" Gersich noted that continuing education is a part of the strategic vision for the future of the profession. He also encouraged architects to focus on younger members of the profession to ensure a better future.

"This all takes work, hard work, creative energy, collaboration amongst ourselves and related professionals, and, perhaps most importantly, a willing spirit," Gersich concluded. "As Robert Louis Stevenson said: 'Keep your fears to yourself, but share your courage with others!'"



Richard Giese, AIA  
Annual Meeting



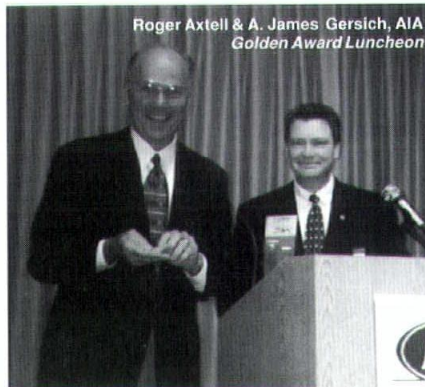
Brian F. Larson, AIA, and  
James W. O'Brien, AIA  
Directors, AIA North Central Region  
Annual Meeting



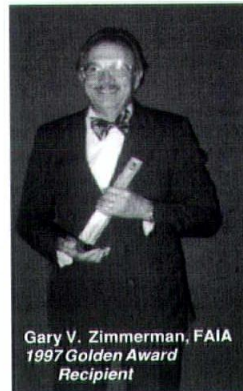
Harry Schroeder, AIA  
Annual Meeting



A. James Gersich, AIA  
AIA Wisconsin President



Roger Axtell & A. James Gersich, AIA  
Golden Award Luncheon



Gary V. Zimmerman, FAIA  
1997 Golden Award  
Recipient



# Parti'97 Exhibitors

**Parti'97** would not have been the multi-dimensional success without the support of the exhibitors participating in the Building Products Expo. AIA Wisconsin extends its thanks to the following companies for their significant contribution to this year's Convention.

**2001 Company**  
325 Thomaston Ave.  
Waterbury, CT 06702-1024  
Contact: Carol Dupont-Roy  
(203) 575-9220

**A/E Graphics, Inc**  
4075 N 124th St.  
Brookfield, WI 53005-1832  
Contact: Fred Genneman  
(414) 781-7744

**Access Technologies Inc./  
Exceltech Computer**  
23673 W Bluemound Rd.  
Waukesha, WI 53188  
Contact: Jon Chapman  
(800) 646-7226

**All Vinyl USA**  
PO Box 1243  
Sheboygan, WI 53082-1243  
Contact: Bill Priebe  
(414) 458-1030

**Alside Supply Center**  
2917 S 166th St.  
New Berlin, WI 53151  
Contact: Mike Newman  
(800) 433-0949

**American Access Systems**  
1310 Busch Parkway  
Buffalo Grove, IL 60089  
Contact: Patrick Edwards  
(847) 808-9889

**American International  
Tile**  
850 Pratt Blvd.  
Elk Grove, IL 60007  
Contact: Charles Cuccia  
(847) 364-5400

**Andersen Windows, Inc.**  
N18W29845 Crooked  
Creek Rd.  
Pewaukee, WI 53072-6103  
Contact: Jim Sullivan  
(414) 691-8751

**AP Wisconsin, Inc.**  
6080 Inwood Dr.  
Eau Claire, WI 54701-9139  
Contact: Kal Schon  
(715) 834-8558

**Armstrong World  
Industries**  
696 W. Irving Park  
Chicago, IL 60613  
Contact: Melissa Vandam  
(800) 356-9301

**Arriscraft International**  
Box 606  
Lombard, IL 60148  
Contact: Ted Firmin  
(708) 278-8056

**Associated Builders &  
Contractors of Wisconsin**  
2601 Crossroads Dr.,  
Ste 140  
Madison, WI 53704-7923  
Contact: Kyle Schwarm  
(608) 244-5883

**Automatic Entrances of  
Wisconsin, Inc.**  
W228N727 Westmound  
Dr # C  
Waukesha, WI 53186-1654  
Contact: Dawn Friedl  
(414) 549-8600

**Badgerland Supply, Inc.**  
809 Watson Ave.  
Madison, WI 53713-3252  
Contact: Sean McConnell  
(608) 274-6630

**Bend Industries, Inc**  
11412 W Brown Deer Rd.  
Milwaukee, WI 53224-1516  
Contact: Mary Kuehn  
(414) 362-7000

**Best Block Co.**  
PO Box 13707  
Milwaukee, WI 53213-0707  
Contact: Kerry VonDross  
(414) 781-7200

**Besam Automated  
Entrance Systems**  
911 Ogden Ave.  
Superior, WI 54880  
Contact: Dave Olson  
(715) 394-4427

**Blake-Stevens Wood  
Flooring, Inc.**  
1271 Hickory St.  
Pewaukee, WI 53072-3954  
Contact: Thomas Blakeman

**Bomanite Corporation**  
PO Box 599  
Madera, CA 93639-0599  
Contact: Leslie Pitman  
(209) 673-2411

**BPI Blueprints, Inc.**  
10930 W Rogers St.  
West Allis, WI 53227-1136  
Contact: Steve Mueller  
(414) 327-5010

**Braun Elevator Company**  
2829 Royal Ave.  
Madison, WI 53713-1541  
Contact: Richard Paetow  
(608) 221-4400

**CADgrafx, Inc.**  
PO Box 76  
Watertown, WI 53094  
Contact: Kim Lapp  
(414) 261-8866

**Cambridge Architectural  
Sales**  
W9546 Highway 18  
Cambridge, WI 53523  
Contact: Noel Valdes  
(608) 423-9949

**Carley, Wood Associates,  
Inc./Custom Metals, Inc.**  
651 W. Doty St.  
Madison, WI 53703-2627  
Contact: Robin Carley  
(608) 257-4226

**Certainteed Roofing  
Products**  
2923 Sandia Dr.  
Green Bay, WI 54313-1424  
Contact: Larry Carlson  
(800) 359-7298

**Certainteed Vinyl Siding**  
16796 S. 8th St.  
Galesville, WI 54630  
Contact: Ken Johnson  
(608) 582-4383

**Chemical Specialties, Inc.**  
200 E. Woodlawn Rd.,  
Ste. 250  
Charlotte, NC 28217-2205  
Contact: Tammy Butler  
(704) 522-0825

**Childcrest Tile & Stone**  
W135N5511 Campbell Dr.  
Menomonee Falls, WI  
53051-7033  
Contact: Sue Horneck  
(414) 781-2551

**Cobb Strecker Dunphy &  
Zimmermann, Inc.**  
4726 E. Towne Blvd.  
Madison, WI 53704-7412  
Contact: Jack Walsh  
(608) 242-2550

**Cold Spring Granite  
Company**  
202 S. Third Ave.  
Cold Spring, MN  
56320-2503  
Contact: Patty Berg  
(320) 685-5019

**Comnet Midwest, Inc.**  
W226N900 Eastmound Dr.  
Waukesha, WI 53186  
Contact: Ted McCabe  
(414) 542-7923

**Cooper Lighting**  
400 Busse Rd.  
Elk Grove Village, IL 60007  
Contact: Kevin Arthur  
(847) 806 3820

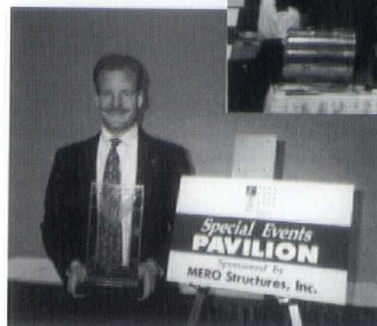
**Cornell Corporation**  
PO Box 338  
Cornell, WI 54732-0338  
Contact: David Tonnancour  
(715) 239-6411

**Cornell Iron Works, Inc.**  
Crestwood Industrial Park  
Mountain Top, PA 18707  
Contact: Shirley Barry  
(717) 474-6773

**Coronado Stone**  
8282 Arthur St., NE  
Spring Lake Pk, MN 55432  
Contact: Glenda  
(612) 786-2341

**County Concrete Corp.**  
PO Box 910  
Eau Claire, WI 54702-0910  
Contact: Gary Bergh  
(715) 834-7701

**Curt Bricker and  
Associates**  
N64W24050 Main St. # 305  
Sussex, WI 53089-3000  
Contact: Christine Ahl  
(414) 820-0902





## Parti'97 Booth Awards



## Grand Champion Bend Industries



### D L Couch

**Wallcovering, Inc.**  
13820 W Thomas Dr.  
New Berlin, WI 53151-5347  
Contact: Jackie Kemppainen  
(414) 789-9013

### Dacor

3117 Blueberry Lane  
Appleton, WI 54915  
Contact: Scott Danielson  
(414) 733-5307

### Decorative Surfaces

1386 Ceape Ave.  
Oshkosh, WI 54901-5426  
Contact: Celia Sawicki  
(414) 233-6656

### Digital Resource

175 N. Patrick Blvd.  
Brookfield, WI 53045-5857  
Contact: Jill Bernhardt  
(414) 792-3660

### Donald A Loss Associates

3603 W. Oklahoma Ave.  
Milwaukee, WI 53215-4119  
Contact: Jeff Loss  
(414) 384-4448

### Dryvit - The Hartland Corp./C.A.S.H.

11619 W. Dixon  
Milwaukee, WI 53214  
Contact: Ken Dickert  
(414) 774-3700

### Durkan Patterned Carpet, Inc.

13820 W. Thomas Dr.  
New Berlin, WI 53151  
Contact: Rand Kemppainen  
(414) 789-9422

### Essex Industries

638 S. 7th Ave.  
West Bend, WI 53095  
Contact: Dan Kroner  
(414) 335-6442

### Fabcon Incorporated

6111 Highway 13  
Savage, MN 55378-1298  
Contact: Therese Goetz  
(612) 882-7234

### Falls Dealer Supply

PO Box 904  
904 Monroe St.  
Sheboygan Falls, WI  
53085-0904  
Contact: Bob Richardson  
(414) 467-2671

### Formica Corporation

5800 W Douglas Ave.  
Milwaukee, WI 53218-1616  
Contact: Trudie Kelly  
(414) 463-7550

### Fypon Molded Millwork

5662 Bryneland St.  
Madison, WI 53711  
Contact: Steve Wagman  
(608) 274-8299

### G. M. B. Eng. Equip. Inc.

12845 W. Burleigh Rd.  
Brookfield, WI 53005-3156  
Contact: Jerry Bobb  
(414) 782-5240

### Gage Corporation, Inc.

803 S. Black River St.  
Sparta, WI 54656-2221  
Contact: Hans Schroeder  
(800) 786-4243

### Gagnon Clay Products Co.

2770 S Ashland Ave.  
Green Bay, WI 54304  
Contact: Tom Lorberblatt  
(414) 498-8549

### Geo-Synthetics, Inc.

428 N. Pewaukee Rd.  
Waukesha, WI 53188-2442  
Contact: Rolin O'Brien  
(414) 524-7979

### Gerard Roofing Tech.

955 Columbia St.  
Brea, CA 92621  
Contact: Sonia Gallegos  
(800) 841-3213

### Hallmark Building Supplies, Inc.

6060 N. 77th St.  
Milwaukee, WI 53218-1241  
Contact: Paige Krist  
(414) 464-5000

### Halquist Stone Co.

23564 W. Lisbon Rd.  
Sussex, WI 53089  
Contact: Dave Johnson  
(414) 246-3561

### Hohmann & Barnard, Inc.

6100 S. New England Ave.  
Chicago, IL 60638  
Contact: Chris Won  
(773) 586-6700

### Hurd Millwork Co., Inc.

2717 W. Parkmoor Ct.  
Appleton, WI 54914-1531  
Contact: Steve Hestnes  
(414) 954-1077

### ICI Paints

2701 S. 163rd St.  
New Berlin, WI 53151  
Contact: Rick Trudell  
(414) 786-7020

### International Concrete Products

N104W13561 Donges  
Bay Rd.  
Germantown, WI  
53022-4423  
Contact: Terry Bisswurm  
(414) 242-7840

### International Conference of Building Officials

9300 Jollyville Rd.,  
Ste. 101  
Austin, TX 78759-7455  
Contact: Carroll Lee  
Pruitt, AIA  
(512) 794-8700

### International Masonry Institute

53 W Jackson Blvd.,  
Ste. 315  
Chicago, IL 60604-3607  
Contact: Scott Conwell, AIA  
(312) 347-2500

### Intertek Testing Services

8431 Murphy Dr.  
Middleton, WI 53562  
Contact: Cindy Bilek  
(608) 836-4400

### J F Cook Co., Inc.

1177 W. North Branch Dr.,  
PO Box 88  
Oak Creek, WI 53154-1432  
Contact: James Moon  
(414) 762-4000

### Jaeckle Wholesale, Inc.

2310 Daniels St.  
Madison, WI 53704-6796  
Contact: Mary Harris  
(608) 221-8400

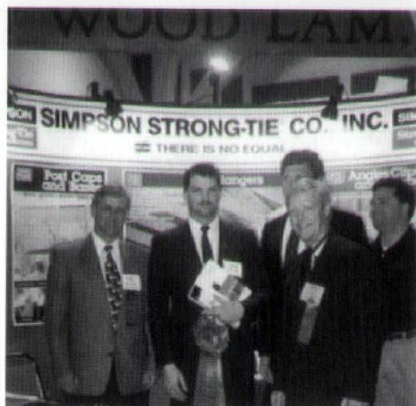




**Second Place  
Best Block**

**Third Place  
Carly Wood**

**Honorable Mention  
SPI Lighting  
Wood-Lam  
Reprographic  
Technologies**



**John Wiley & Sons, Inc.**  
1520 Dobson St.  
Evanston, IL 60202  
Contact: Tom Wilson  
(847) 866-6920

**JWC Building  
Specialties Inc.**  
3540 N. 126th St.  
Brookfield, WI 53005-2403  
Contact: Jim Cogan  
(414) 781-7060

**Kinetics, Inc.**  
PO Box 7426  
Madison, WI 53707-7426  
Contact: Justin Smith  
(608) 241-4118

**La Crosse Acoustical  
Tile, Inc.**  
1541 Miller St.  
La Crosse, WI 54601-5219  
Contact: Dan Aspenson  
(608) 782-0070

**Lafarge Corporation**  
10201 W. Lincoln Ave.,  
Ste. 103  
Milwaukee, WI 53227-2136  
Contact: Robert Knight  
(414) 545-6220

**Laforce, Inc.**  
PO Box 10068  
Green Bay, WI 54307-0068  
Contact: Terry Mallon  
(414) 490-2277

**Madison Cut Stone**  
PO Box 8894  
Madison, WI 53708-8894  
Contact: Beverly O'Neil  
(608) 249-9899

**Major Industries**  
PO Box 306  
Wausau, WI 54402-0306  
Contact: Jim Doepke  
(715) 842-4616

**Market & Johnson, Inc.**  
PO Box 630  
2350 Galloway St.  
Eau Claire, WI 54702-0630  
Contact: Marv Market  
(715) 834-1213

**Marvin Windows & Doors**  
2020 Silver Bell Rd. #15  
St. Paul, MN 55122-1042  
Contact: Betty Anderson  
(612) 452-3039

**Masse's, Inc.**  
801 S. Broadway  
Green Bay, WI 54304-2734  
Contact: Brian Peters  
(414) 437-3776

**Master Graphics**  
810 W. Badger Rd.  
Madison, WI 53713-2527  
Contact: Mark Osterhaus  
(608) 256-4884

**Mautz Paint Co.**  
939 E. Washington Ave.  
Madison, WI 53703-2996  
Contact: Bob Carlson  
(608) 255-1661

**Maxim Technologies, Inc.**  
662 Cromwell Ave.  
Saint Paul, MN 55114-1720  
Contact: Greg Stelmack  
(715) 832-0282

**Micor Company Inc.**  
3232 N. 31st St.  
Milwaukee, WI 53216-3828  
Contact: Rachel Baker  
(414) 873-2071

**Mid States Concrete  
Products**  
PO Box 58  
Beloit, WI 53512-0058  
Contact: Bill Goetzke  
(608) 364-1072

**Midwest Engineering  
Services, Inc.**  
205 Wilmont Dr.  
Waukesha, WI 53186  
Contact: Mark Kosobucki,  
AIA  
(414) 521-2125

**Millwork Distributors/  
Vetter Windows**  
PO Box 2465  
Oshkosh, WI 54904  
Contact: Mike Huszar  
(414) 235-8110

**Miron Construction  
Co., Inc.**  
PO Box 962  
Appleton, WI 54912-0962  
Contact: F. William Harvat  
(414) 749-3060

**Mitchell/Pace**  
PO Box 65  
Genesee Depot, WI  
53127-0065  
Contact: Andrew Pace  
(800) 697-5379

**Mofle Photography**  
1039 W. Mason St.  
Green Bay, WI 54303-1842  
Contact: Steve Mofle  
(414) 433-3790

**Monarch Tile**  
3635 N 124th St.  
Brookfield, WI 53005-2410  
Contact: Steve Gebbia  
(414) 781-3110

**Montgomery Kone Inc.**  
2035 W. Mill Rd.  
Milwaukee, WI 53209-3444  
Contact: John Caruso  
(414) 352-1870

**Mule-Hide Products  
Co., Inc.**  
2924 Wyetta Dr.  
Beloit, WI 53511-3964  
Contact: Jackie Hammond  
(608) 365-3111

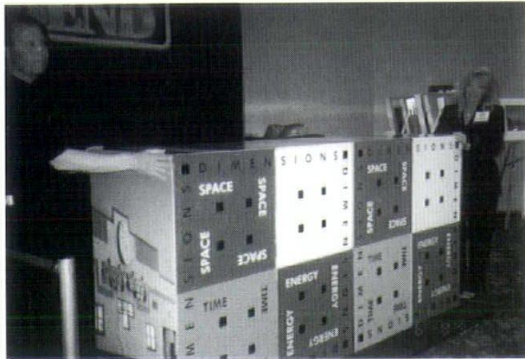
**Nielsen Building Systems  
Inc.**  
4820 6 Mile Rd.  
Racine, WI 53402-9739  
Contact: Dale Nielsen  
(414) 681-0676

**Northwestern Elevator  
Co., Inc.**  
6070 N. Flint Rd.  
Milwaukee, WI 53209-3714  
Contact: Peter Hoepfner  
(414) 228-1424



# "Excellent. The best Convention I've attended. First-rate speakers and exhibits!"

—AIA Member



**Otis Elevator Company**  
2118 International Ln.  
Madison, WI 53704-3113  
Contact: Dina Zemke  
(608) 249-3322

**Owens Corning**  
W325 S1310 Squire Lane  
Mukwonago, WI 53149  
Contact: Don Vaughn  
(414) 392-3234

**P A Sasse & Associates**  
703 8th St.  
Mosinee, WI 54455-1312  
Contact: Pete Sasse  
(715) 693-5466

**Palmer Company**  
1201 Sentry Dr.  
Waukesha, WI 53186  
Contact: Jeff Heeren  
(414) 547-2246

**Parkwood Chicago**  
2100 Foster Ave.  
Wheeling, IL 60090-6507  
Contact: Edward Collins  
(847) 577-8001

**Performance Roof Systems, Inc.**  
4821 Chelsea  
Kansas City, MO 64130  
Contact: Linda Caskey  
(800) 727-9872

**Pete Alexander Company, Inc.**  
10828 Highway V  
Poynette, WI 53955  
Contact: Pete Alexander  
(608) 635-4747

**PFS/Teco**  
2402 Daniels St.  
Madison, WI 53704-6708  
Contact: Ronald Reindle,  
AIA  
(608) 221-3361

**Plymouth Foam Products**  
PO Box 407  
Plymouth, WI 53073-0407  
Contact: Scott Roberts  
(414)-893-0535

**Pro Star, Inc.**  
3101 W. Cameron Ave.  
Milwaukee, WI 53209-5436  
Contact: Jim Seidl  
(414) 444-4400

**Realtime CADD Services, Inc.**  
5609 Medical Circle,  
Ste. L10  
Madison, WI 53719  
Contact: Robert Strycharske  
(608) 278-8282

**Reprographic Technologies**  
2865 S. Moorland Rd.  
New Berlin, WI 53151-3743  
Contact: Brian Garrity  
(414) 796-2500

**Ro-An Corporation**  
PO Box 699  
Menomonee Falls, WI  
53052-0699  
Contact: Larry Polahar  
(414) 251-1600

**S & S Sales Corporation**  
12030 W. Silver Spring Rd.  
Milwaukee, WI 53225-2910  
Contact: Bruce McCain  
(414) 464-8550

**Schindler Elevator Corporation**  
3315 N. 124th St., Ste. C  
Brookfield, WI 53005-3105  
Contact: Phillip Amend  
(414) 783-3232

**Schlage**  
1571 Western Ave.  
Kewaskum, WI 53040-9176  
Contact: Dan Sauer  
(414) 334-9011

**Seating Systems & Equipment Co., Inc.**  
PO Box 578  
Crystal Lake, IL 60039  
Contact: Steve Hanger  
(815) 455-7922

**Siplast, Inc.**  
2721 N. University Dr.,  
Apt. 201  
Waukesha, WI 53188-1418  
Contact: Peter Hovanec  
(414) 547-4604

**Spancrete Industries, Inc.**  
PO Box 828  
Waukesha, WI 53187-0828  
Contact: John Nagy  
(414) 290-9000

**Spectrum Lighting**  
10308 W. Bluemound Rd.  
Wauwatosa, WI 53226  
Contact: Tom Tews  
(414) 475-1200

**SPI Lighting, Inc.**  
10308 W. Bluemound Rd.  
Wauwatosa, WI 53226  
Contact: Ron Reinowski  
(414) 475-1200



**St. Cloud Window, Inc.**  
PO Box 1577  
St. Cloud, MN 56302-1577  
Contact: Rick Swanson  
(800) 383-9311

**Stalker Flooring, Inc.**  
1215 W. Waupaca St.  
New London, WI 54961-1049  
Contact: Beth Stalker  
(414) 982-2926

**Stone Products Corporation**  
PO Box 270  
Napa, CA 94559  
Contact: Shelley Gittings  
(707) 255-1727



**Sun Cleaning Systems, Inc.**  
2200 S Austin St.  
Milwaukee, WI 53207  
Contact: Don Schwartz  
(414) 481-7595

**Techline Madison**  
6333 University Ave.  
Madison, WI 53562-3400  
Contact: Ann Doody  
(608) 238-6868

**Techstaff, Inc.**  
10850 W. Park Pl. # 111  
Milwaukee, WI 53224-3606  
Contact: Ron Kahn  
(414) 359-4444

**Trenwyth Industries, Inc.**  
208 Charles St.  
South Beloit, IL 61080  
Contact: Doug Young  
(800) 358-3003

**U.S. Gypsum**  
W162N8331 Tamarack Dr.  
Menomonee Falls, WI 53051  
Contact: Jim Williams  
(414) 251-0757

**United Parcel Service**  
12400 W. Bluemound Rd.  
Elm Grove, WI 53122-2601  
Contact: Suzanne Scherbarth  
(414) 785-7200

**Ver Halen, Inc.**  
PO Box 11968  
Green Bay, WI 54307-1968  
Contact: Michael Baeb  
(414) 435-3791

**Visa Lighting**  
8600 W. Bradley Rd.  
Milwaukee, WI 53224-2846  
Contact: David Hipke  
(414) 354-6600

**Voss-Jorgensen-Schueler Co.**  
2000 Bluemound Rd.  
Waukesha, WI 53186  
Contact: Maddy Tarbox  
(414) 542-9000

**Waukesha Block Co., Inc.**  
PO Box 828  
Waukesha, WI 53187-0828  
Contact: John Nagy  
(414) 290-9000

**Weather-Tek Building Products**  
1600 Airport Rd.  
Waukesha, WI 53188  
Contact: Brian Matter  
(414) 521-2555

**Weather-Tek Design Center**  
N4W22450 Bluemound Rd.  
Waukesha, WI 53186  
Contact: Dave Molenda  
(414) 896-8646

**Wilsonart International**  
1765 Holmes Rd.  
Elgin, IL 60123-5709  
Contact: Rolando Perez  
(847) 742-8181

**Wisconsin Asphalt Pavement Association**  
122 State St., Ste 507  
Madison, WI 53703-2500  
Contact: Gerald Waelti  
(608) 255-3114

**Wisconsin Automatic Door**  
5462 S. Westridge Dr.  
New Berlin, WI 53151-3115  
Contact: Cheryl Wallner  
(414) 860-2220

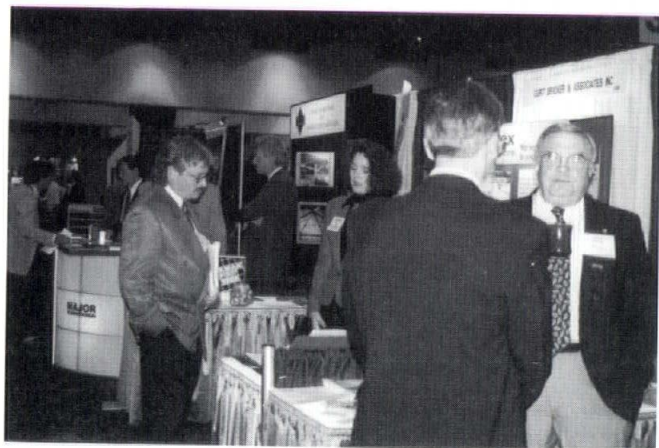
**Wisconsin Brick & Block Corp.**  
PO Box 44952  
Madison, WI 53744  
Contact: Lenny Williston  
(608) 845-8636

**Wisconsin Chapter of National Fire Sprinkler Assoc.**  
5928 N. Bay Ridge Ave.  
Whitefish Bay, WI 53217-4603  
Contact: John Bakes  
(414) 964-5528

**Wisconsin Concrete Masonry Assoc.**  
826 Winona Way  
Appleton, WI 54911-5236  
Contact: Bill Gault  
(414) 733-8385

**Wisconsin Electric Power Company**  
231 W. Michigan St. # 2046  
Milwaukee, WI 53290-0001  
Contact: Karen Ryan  
(414) 221-4258

**Wood-Lam, Inc.**  
PO Box 25  
Pewaukee, WI 53072-0025  
Contact: Thom Osenga  
(414) 691-2000



**The Radford Company**  
1871 Stillman Dr.  
Oshkosh, WI 54901-1011  
Contact: Pierre Gilson  
(414) 426-6200

**Thermal Design, Inc.**  
PO Box 324  
Stoughton, WI 53589-0324  
Contact: Dan Harkins  
(608) 873-8170

**TMI Storage Systems Corporation**  
50 S. Third Ave., West  
Dickinson, ND 58601-5125  
Contact: Jerry Schiff  
(701) 227-6379

**Vande Hey-Raleigh Roof Tile**  
1565 Bohm Dr.  
Little Chute, WI 54140-2533  
Contact: Erv Vosters  
(414) 766-0156

**Velux-America, Inc.**  
2501 Allan Dr.  
Elk Grove Village, IL 60007  
Contact: Christopher Holum  
(888) 838-3589

**Vendura Industries, Inc.**  
1202 Femrite Dr.  
Madison, WI 53716  
Contact: Denita Ward  
(608) 223-9555

**VT Industries/Hart Associates**  
1715 Willow Ln.  
Grafton, WI 53024-1621  
Contact: Charles Hart  
(414) 375-0572

**W R Grace**  
PO Box 457  
Pardeeville, WI 53954  
Contact: Dennis Hayes  
(608) 929-4146

**Walmark Corporation**  
101 W. Belvidere Rd.  
PO Box R  
Round Lake Park, IL 60073  
Contact: Susan Rosenlof  
(847) 546-0400

## Interested in Exhibiting at Parti'98?

Contact the AIA Wisconsin office at  
(608) 257-8477

Parti'98

AIA Wisconsin Convention &  
Building Products Expo  
May 5 & 6, 1998  
Monona Terrace-Madison, WI

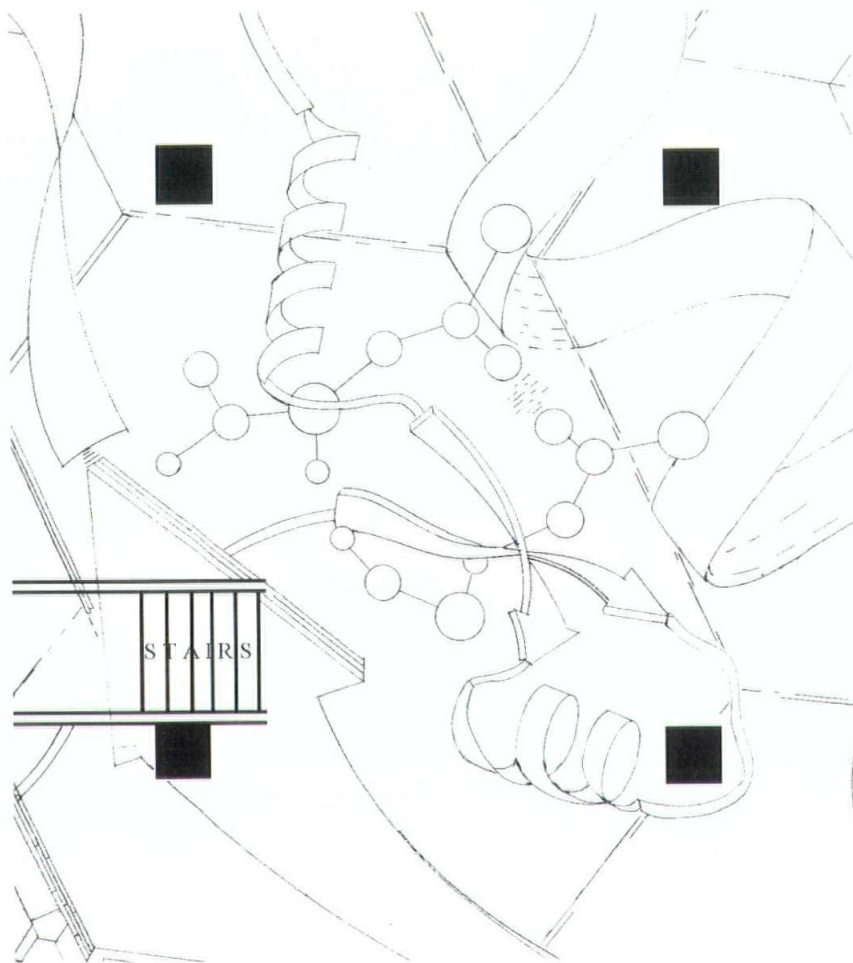


## Weaving Art into the Fabric of a Building

When "Percent for Art" is mentioned, familiar images come to mind. A large sculpture sited in the middle of a plaza or adjacent to a building, a painted wall mural depicting an historical event or a series of smaller framed works, perhaps watercolors or prints, displayed in a hallway. But, these approaches represent a fraction of the possibilities available for incorporating contemporary artists' visions in public settings.

Three examples from our own state of Wisconsin typify what is happening on a national scale. In the recent history of public art there has been increased interest in integrating the artwork into the architecture of the building rather than siting art as an "add-on." In these examples, you may also see some ideas for involving artists in your own architectural projects.

In April, 1997, the Wisconsin Arts Board commissioned Seattle artist Norie Sato to create a terrazzo floor for the UW-Madison Biochemistry Building Addition. Ms. Sato incorporated images of protein ribbons, molecular structures and chemical processes. The terrazzo floor will also include small metallic images designed by Biochemistry faculty and staff during a participatory workshop overseen by Ms. Sato. The terrazzo floor will be completed in time for building occupancy in Spring, 1998.



Norie Sato, 1997  
**"Biochemistry Waltz"**

Portion of design for terrazzo floor for UW-Madison Biochemistry Building addition. (This section is located in the northeast atrium area.)



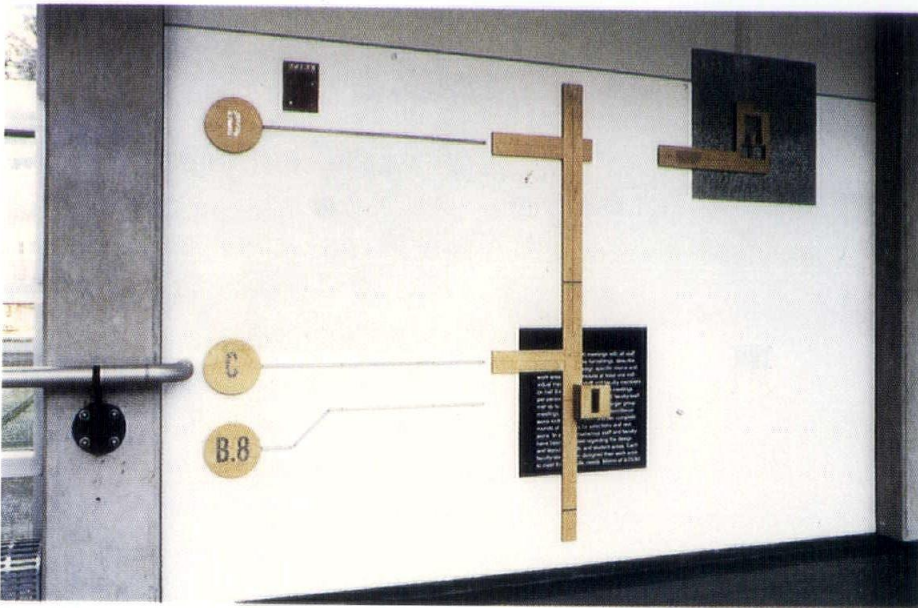
The 1995 commission for the UW-Milwaukee School of Architecture and Urban Design served as a statement about architecture and the building process itself. Carol Emmons, an artist from Green Bay, and her brother Paul Emmons, an architect from Minneapolis, collaborated on a series of site-specific "vignettes" that integrate architectural drawings, objects and historic-philosophical texts. Situated along the spine of the building, these "vignettes" were designed for discovery by the building's occupants

These are examples of how Wisconsin's Percent for Art program is successfully integrating art into the building architecture. Recognizing that art is an integral part of our built environment, the Wisconsin Legislature in 1980 created the Percent for Art program to provide funds for purchase or to commission original works of art for selected state buildings with a total budget of \$250,000 or more. At least two-tenths of one percent of the appropriation for the construction, reconstruction, renovation or

remodeling of or addition to selected state buildings, is utilized to acquire one or more works of art to be incorporated into the facility or displayed inside or on the grounds of that facility.

Currently the Arts Board and the Department for Facilities Development are jointly piloting an Art & Architecture Design Team approach. From design to construction, the architect and the artists will collaborate on the integration of art into the very fabric of the building site. WA

*EDITOR: Chris Manke is director of the Percent for Art Program at the Wisconsin Arts Board.*



Carol & Paul Emmons, 1995

**"Mneme XXXI: Dwelling in the Plan"**

The artwork consists of quotes painted or affixed on walls, portions of construction plans etched in windows, and architectural elements installed in small vitrines throughout the central circulation axis of the building. These "vignettes" interpret the symbolic existence of the building.

*Photography: Carol Emmons*

and visitors. Quotes painted or affixed on walls, portions of construction plans etched in windows, and architectural elements installed throughout the central circulation axis of the building interpret symbolic existence of the building.

The Davee Library commission at UW-River Falls sought to capitalize on the natural sunlight of the two-story lobby area. Philadelphia artist Ray King was commissioned to create a series of three ellipsoid shapes out of a suspended steel cable network. King embellished the ellipsoids with small dichroic glass components with an ocular opening in the center. The unique sculpture, installed in Fall, 1996, casts colored shadows on the walls surrounding the piece and has received campus-wide acclaim.



Ray King, 1996

**"Sky Garden (A Zen Garden in the Sky)"**

Each ellipsoid wire frame is made of 1/8" stainless steel cable draped in the form of a catenary arch, looped at each end and suspended from anchors in the drywall ceiling. Small dichroic glass elements are attached to this cable lattice at intersecting joints with cable gripping bolts.

*Photography: Ray King*





**Project**

*UW Madison Law School*

*Addition and Remodeling*

**Architect**

*Bowen Williamson Zimmermann, Inc.*

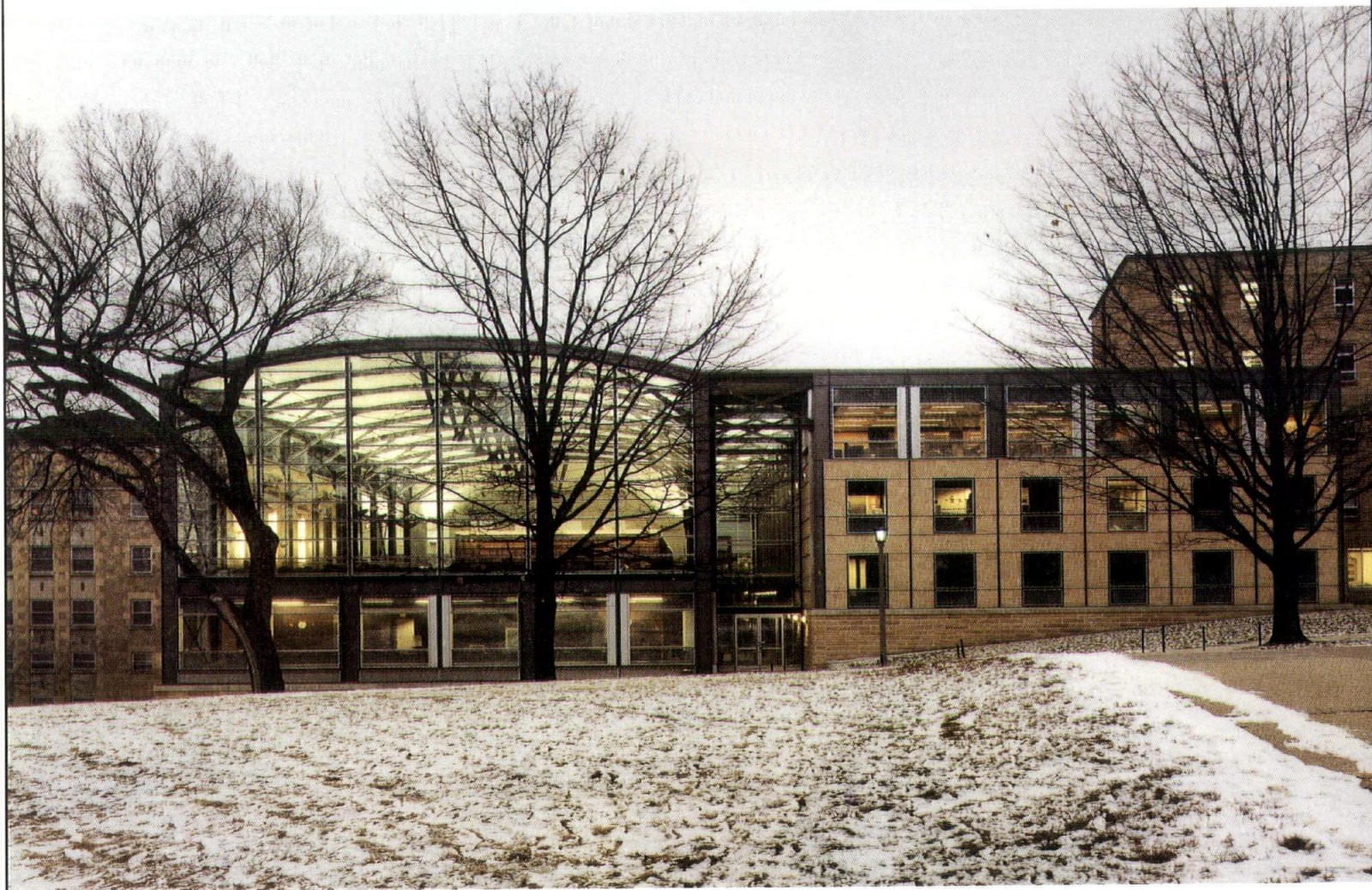
*Holabird & Root*

**General Contractor**

*J.H. Findorff and Son, Inc.*

**City**

*Madison, Wisconsin*





This project is a very good urban design solution. Its relationship back to the spaces in the campus is terrific. The architectural concept is clear and very well presented. It is a very well resolved building.

# Honor

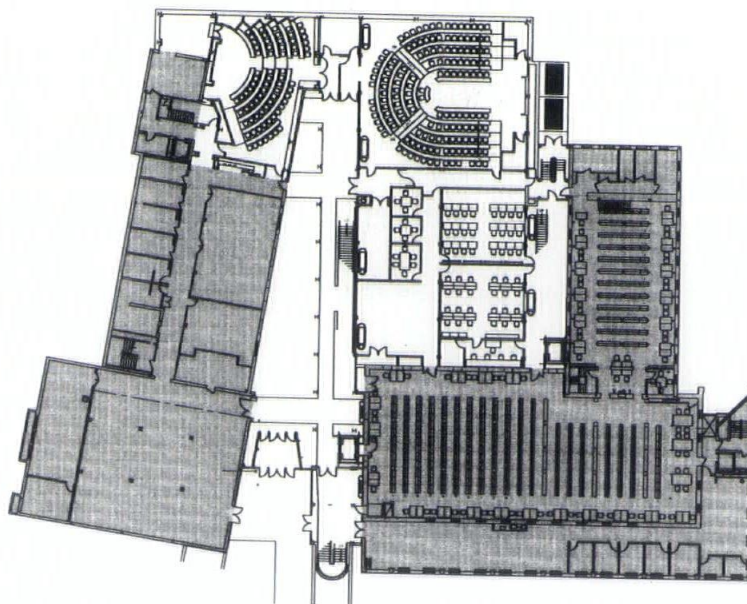
*The purpose of this project was to add library, classroom and administrative office space to the University of Wisconsin Law School. Program elements included an expanded library, a practice moot courtroom to enhance the curriculum, two new classrooms organized specifically for interactive instruction techniques used by law faculty, seven remodeled classrooms and a simplified building circulation system to improve access within the facility.*

*The challenge inherent in the program was to develop a unified facility that created a holistic solution from a variety of disparate, multilevel additions developed over time while, at the same time, respecting the historic campus district context. Creating a new, yet complementary image on historic Bascom Hill and linking the south campus to the hill was also desired.*

*The plan is developed as a three-story and basement infill structure linking all components of the existing facility and providing visual linkage to Bascom Hill and to the south campus. The plan is organized around a clerestory lit circulation spine linking all levels of the new and existing facility and connecting the south campus to the hill. The library is in turn organized around its own internal skylit circulation spine linking all levels of the new and existing library.*

*The building character is developed as a contemporary expression using new and traditional materials consistent with the mixed character of the hill and is expressive of its function, image and current technology. The facility has improved and consolidated the law school's activities and provides a new image and presence on the Bascom Hill.*

Photography: Eric Oxendorf







# Merit

## Jury Comment

The use of transparency and imbedding the showroom in the middle of all the other activities in the plan and the relationship of the showroom to the outside were quite successful.



### Project

Yamazen, Inc.

### Architect

Eppstein Uhen Architects, Inc.

### Contractor

Berghammer Corporation

### City

Milwaukee, Wisconsin

Yamazen, Inc. is a trading company/distributor specializing in the sale of high precision CNC machine tools world-wide. Yamazen's north central group selected a prominent suburban Milwaukee Business park site featuring outstanding exposure to the freeway as well as offering frontage along an existing spring fed pond and nature conservancy.

The client requested a distinctive building of simple geometry, with an open and honest expression of modules. Yamazen's program is organized into four quadrants, each delineating a component of service such as training, sales, engineering and product support.

Each visitor's experience is deliberately choreographed to direct their attention to Yamazen's product, set against a backdrop of the nature conservancy beyond.

Organizational concepts within the facility are reinforced by the composition of materials on the exterior of the envelope.

Yamazen, Inc.'s North Central group's office and training facility captures the essence of Yamazen's corporate culture: meticulous attention to detail and technology, honest expression of purpose and an openness to new ideas and concepts—all the while hinting at the company's Japanese origins.

Photography: Ed Purcell

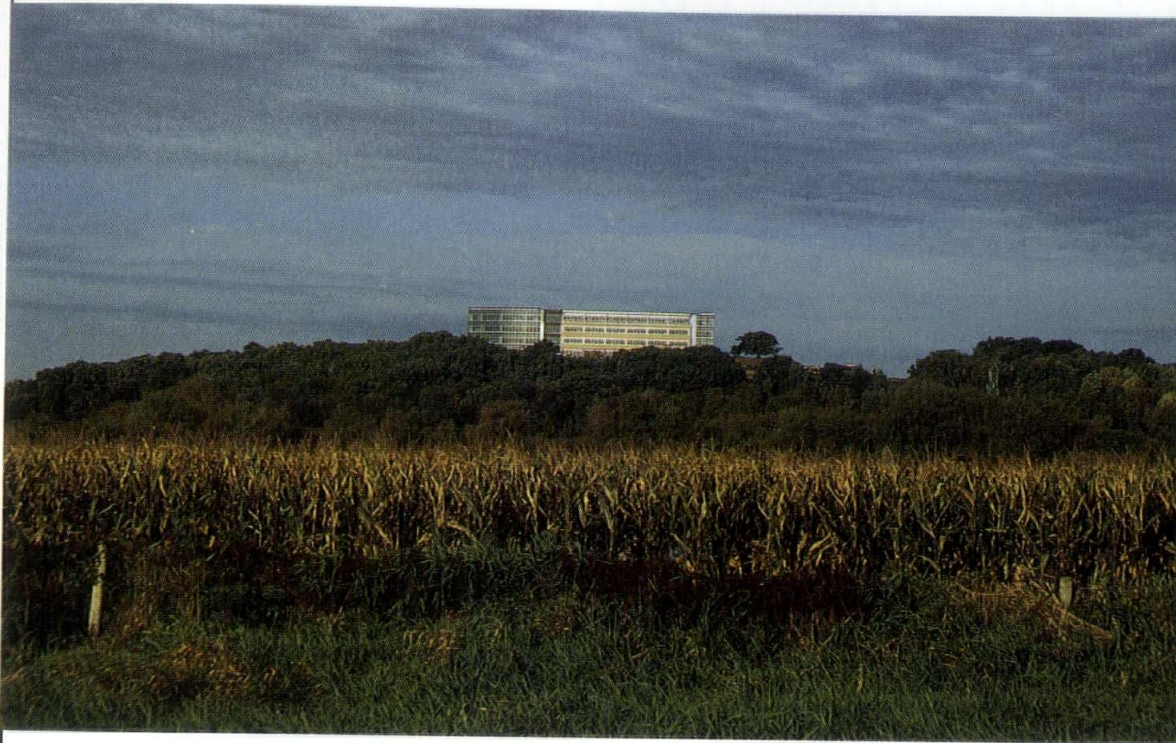




# Merit

## Jury Comment

The sure-handedness of composition, the use of materials and the combining of materials bring a level of quality and richness to this suburban office



### Project

Department of Agriculture,  
Trade and Consumer Protection

Office Building

### Architect

Flad & Associates

### Contractor

J.P. Cullen & Sons, Inc.

### City

Madison, Wisconsin

*As the flagship building for a new agricultural research campus, the Department of Agriculture, Trade and Consumer Protection building projects the image of agriculture as a progressive industry in which Wisconsin is a world leader.*

*Siting and shaping of the building respond to the hilltop location, which provides a magnificent vista of surrounding topography and highlights the view to the Capitol downtown, which is visible from the office of the Secretary of Agriculture. The hilltop drive approach to the building sweeps about, embracing the building and a century-old oak tree.*

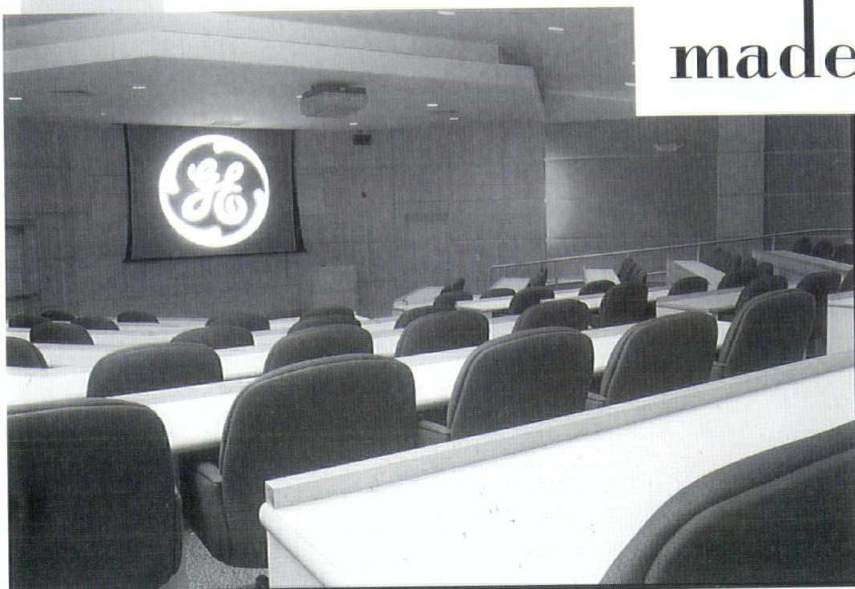
*The exterior materials were selected to reflect changing light and seasons. The clear, low-emissivity glass shows depth and sparkle; the metal panel becomes luminous with bright sun or softly blends with the sky; the wheat colored brick brings the autumn color of the wetlands to the top of the hill.*

*The unique design solution developed for this building meets the technical and programmatic requirements as well as the demanding forces of the hilltop site, while presenting a proud image for this progressive state agency.*

*Photography: David W. Black, AIA*



# Design a meeting room made to **IMPACT.**



Whether your thinking of designing or redesigning, put over fifty-seven years of experience to work on your:

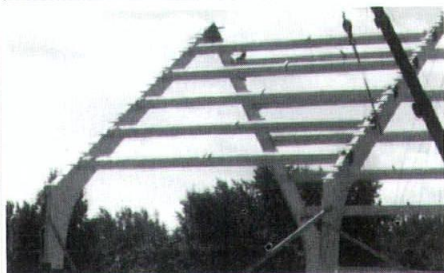
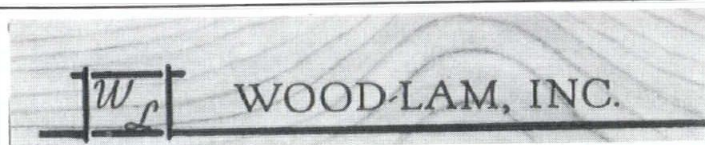
- conference rooms
- auditoriums
- boardrooms
- training centers
- videoconferencing rooms

For more information call  
Flint Bridge at **414.784.5880.**

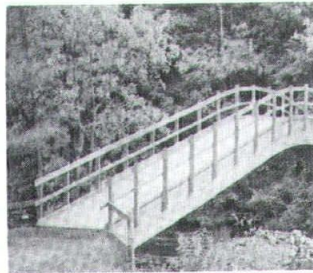
Midwest Visual is an authorized dealer, service center, and installer of the industry's leading presentation equipment.



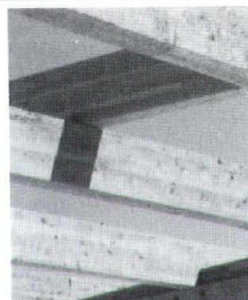
17775 W. Liberty Ln. • New Berlin, WI 53146  
[www.midwestvisual.com](http://www.midwestvisual.com)



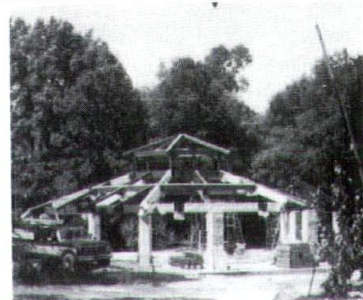
Religious



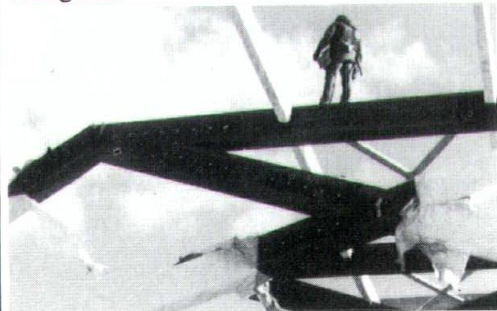
Bridges



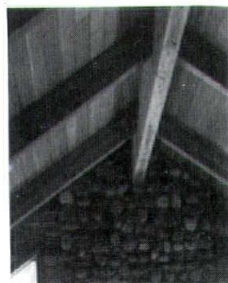
Commercial



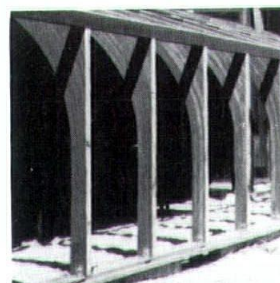
Park Shelters



**Timber Truss**  
Furnished or Furnished and Installed  
*For over 35 years*



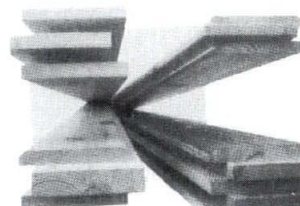
Residential



Sunrooms



Pool Structures



Joist Hangers

Roof Decking

PHONE: (414) 691-2000  
WATTS: 1/800-242-2216  
FAX: (414) 691-8995

230 SUSSEX STREET  
PEWAUKEE, WI 53072

**SIMPSON**  
**Strong-Tie**  
CONNECTORS



# MASONRY INSIGHTS

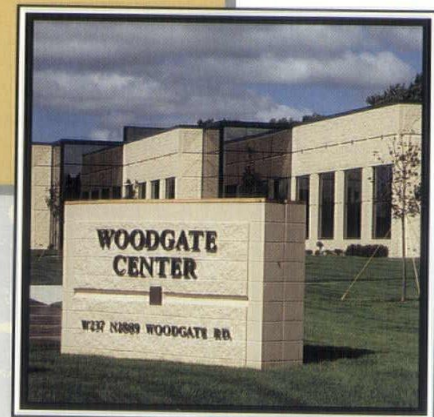
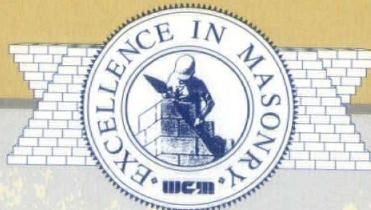
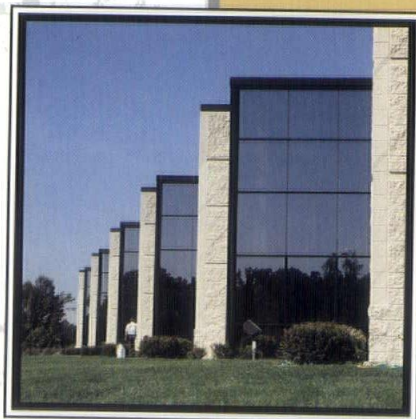
1997 VOLUME 2



1997 EXCELLENCE IN MASONRY

“BEST OF SHOW” Award

WOODGATE CENTER  
PEWAUKEE, WISCONSIN



**WCM**

WISCONSIN CONCRETE MASONRY ASSOCIATION



## FROM THE PRESIDENT



reetings:

As your new President, I'd like to take this opportunity to say "Thank You" to Curt Bauer for a job well done. We wish Curt and his family the best of luck.

I'm happy to announce that Paul Wank (Quality Concrete Products) has agreed to serve as both Vice President and Secretary/Treasurer until our 1998 convention.

Rather than a joint convention during the NCMA in 1998, we will schedule a convention in Wisconsin early next year. More details will be provided at our Summer meeting in Minocqua.

This Fall's Board of Directors meeting will take place in Rice Lake at the Indianhead Technical College. We will be able to observe the Bricklaying and Masonry Program in action. The Brick Distributors of Wisconsin have asked for a joint session to discuss mutual interests. Everyone is welcome to attend.

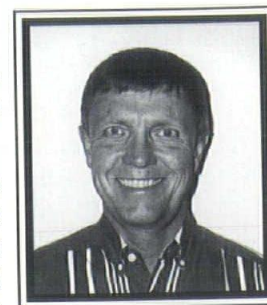
I'd like to thank the people who agreed to serve as Committee Chairpersons.

Over 225 architects and guests attended this year's Excellence In Masonry Awards Breakfast during AIA - Wisconsin. I'd like to congratulate all our winners. You'll find them listed in the Newsletter. Now is a great time to take photos in preparation for next year's competition. The Call For Entries will be released in September.

Have a great summer!

Mark Tummett

President, WCMA



## THE INTERNATIONAL BUILDING CODE *A Reality In The Year 2000!*



The year 2000 will be a memorable one, since it will be the year that the International Building Code will become a reality. The International Building Code will replace and supersede the BOCA National Building Code, the Standard Building Code and the Uniform Building Code.

Since the Int'l. Building Code will impact the masonry industry in many ways, the Masonry Alliance for Codes & Standards (MACS) was formed. MACS membership is comprised of Organizational Members and Correspondents. The former have voting privileges. The latter have all participatory privileges but cannot vote.

The Purpose of MACS is to develop consensus within the masonry industry on Codes and Standards issues by:

- Forging consensus for the masonry industry on codes and standards issues.

- Influencing and coordinating codes and standards which affect masonry.

- Monitoring codes and standards which influence masonry.

Exchanging information with state and regional organizations.

Identifying needed research related to masonry codes and standards.

The Masonry Alliance feels that National Standards, such as ASHRAE 90.1 for energy and ACI 530 for structural requirements have the best chance to be included in the Int'l. Building Code. With this in mind, these Standards are being recommended with some changes that would benefit our industry.

The Alliance has been having a minimum of two-day meetings twice each year since its inception. Designated members meet with IBC Committees, presenting MACS proposals. At the present time, MACS has hired Consultants to improve masonry's position in the Fire and Energy arenas. All states are expected to adopt the Int'l. Building Code after its promulgation. (Wisconsin is expected to adopt it with modifications).

Richard Walter, P.E./CAE

WCMA Executive Technical Director



# EXCELLENCE IN MASONRY

• 1 9 9 7 •



Over 225 architects and guests attended WCMA'S 9th annual 'Excellence In Masonry' Awards Breakfast during this year's A.I.A. - Wisconsin Convention. This popular design competition featured imaginative and resourceful utilization of concrete masonry on commercial, institutional and residential projects throughout Wisconsin. A panel of architects judged each submission on the basis of how concrete masonry established the structure as well as design creativity and functionality. Listed below are this year's winners!

## Maynard W. Meyer **'BEST OF SHOW'** Award

GERALD NELL:  
ARCHITECTURAL DIVISION  
and  
the ZIMMERMAN DESIGN GROUP  
*for*  
WOODGATE CENTER  
Pewaukee, Wisconsin  
CMU Manufacturer:  
BEST BLOCK COMPANY

## Maynard W. Meyer **'EXCELLENCE'** Award

BRUST / DESIGN ASSOCIATES  
*for*  
ELLISON MACHINERY COMPANY  
OF WISCONSIN  
Pewaukee, Wisconsin  
CMU Manufacturer:  
BEST BLOCK COMPANY

## Maynard W. Meyer **'EXCELLENCE'** Award

COMPUTERIZED STRUCTURAL  
DESIGN OF MILWAUKEE  
*for*  
SYSTEMATION ENGINEERED PRODUCTS  
New Berlin, Wisconsin  
CMU Manufacturer:  
BEST BLOCK COMPANY

## **'FINALIST'** Awards

BHS ARCHITECTS  
*for*  
WARD ADHESIVES  
Pewaukee, Wisconsin

CMU Manufacturer:  
QUALITY CONCRETE PRODUCTS

GARY SOBEK and ASSOCIATES  
*for*  
OFFICE TECHNOLOGY  
Stevens Point, Wisconsin

CMU Manufacturer:  
COUNTY CONCRETE CORPORATION

WELMAN ARCHITECTS  
*for*  
STORAGE SYSTEMS  
Pewaukee, Wisconsin

CMU Manufacturer:  
WAUKESHA BLOCK COMPANY

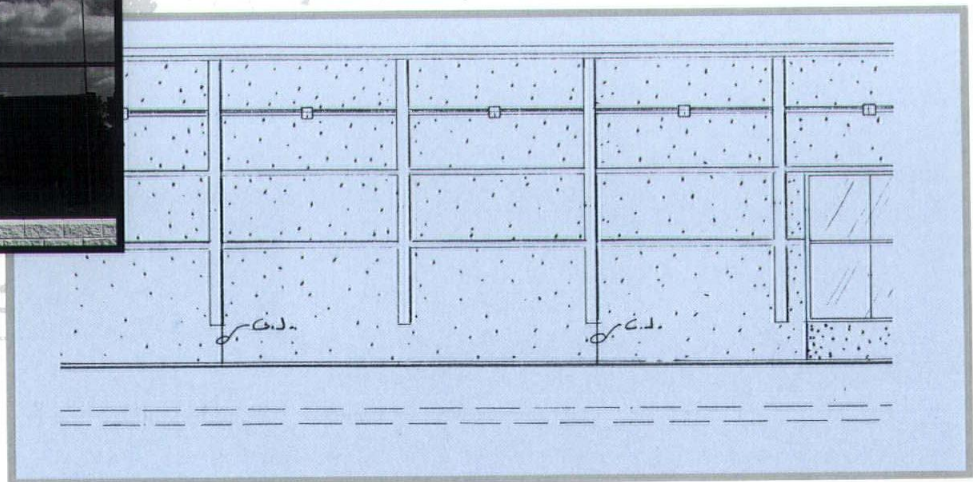
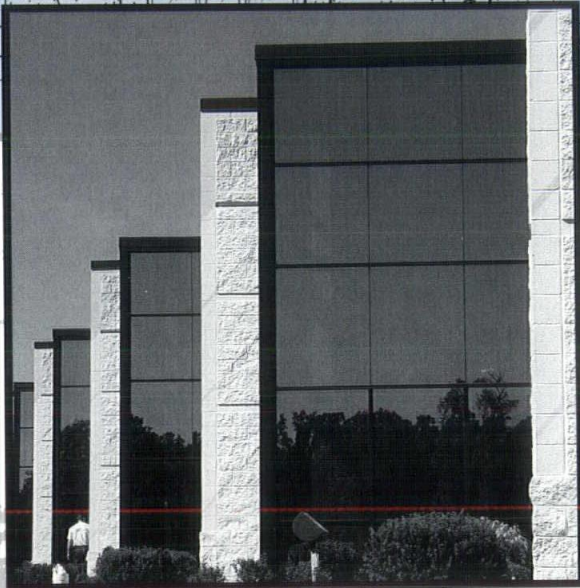
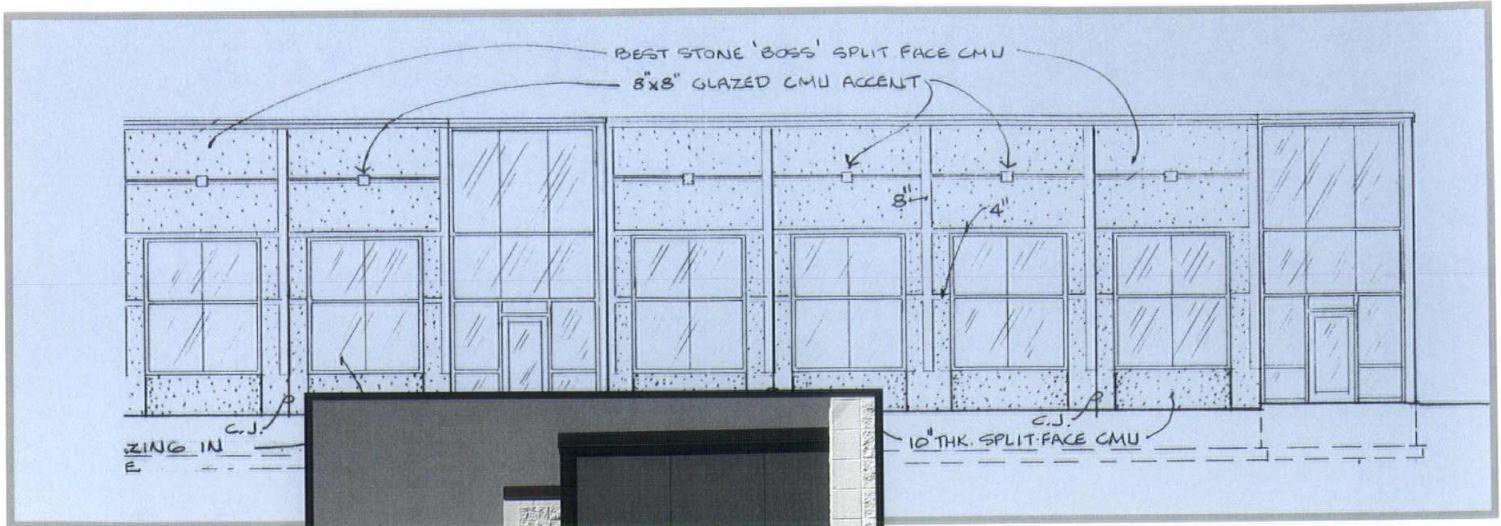
the ZIMMERMAN DESIGN GROUP  
*for*  
NAGA-WAUKEE ICE ARENA  
Waukesha, Wisconsin

CMU Manufacturer:  
WISCONSIN BRICK AND BLOCK

## CONGRATULATIONS *to our Winners!*

Watch for  
EXCELLENCE IN MASONRY'S **'Call For Entries'**  
this Fall.





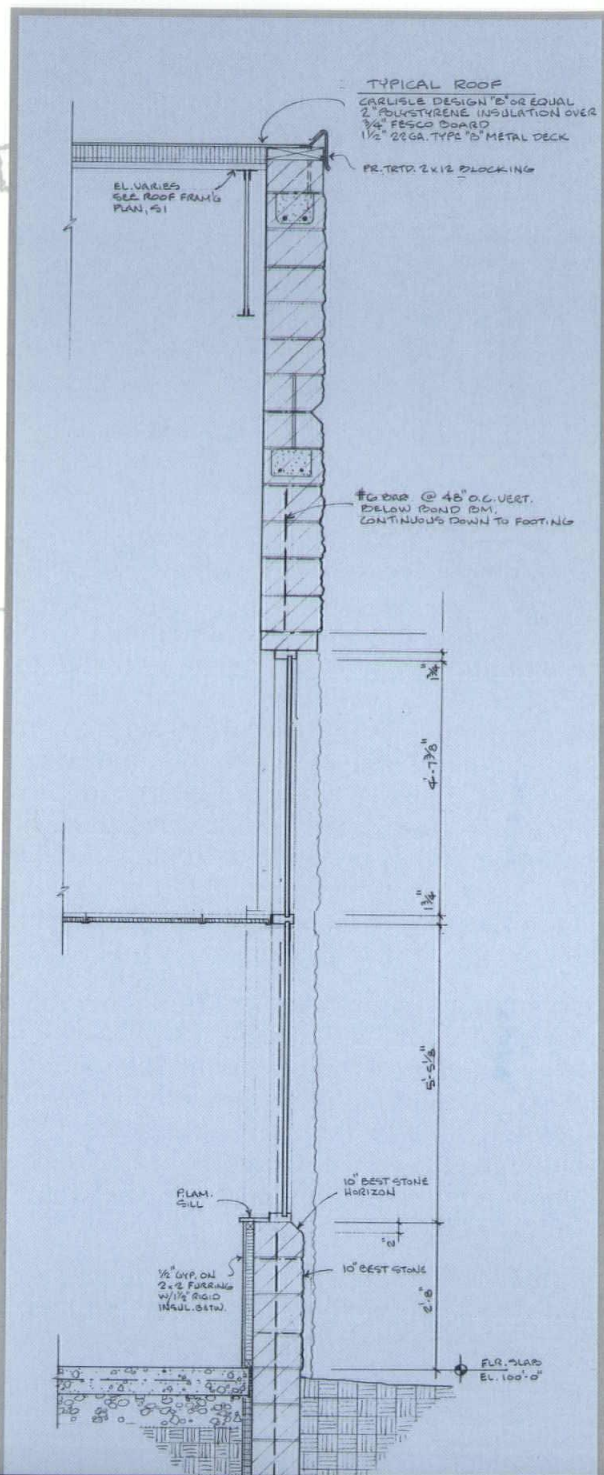
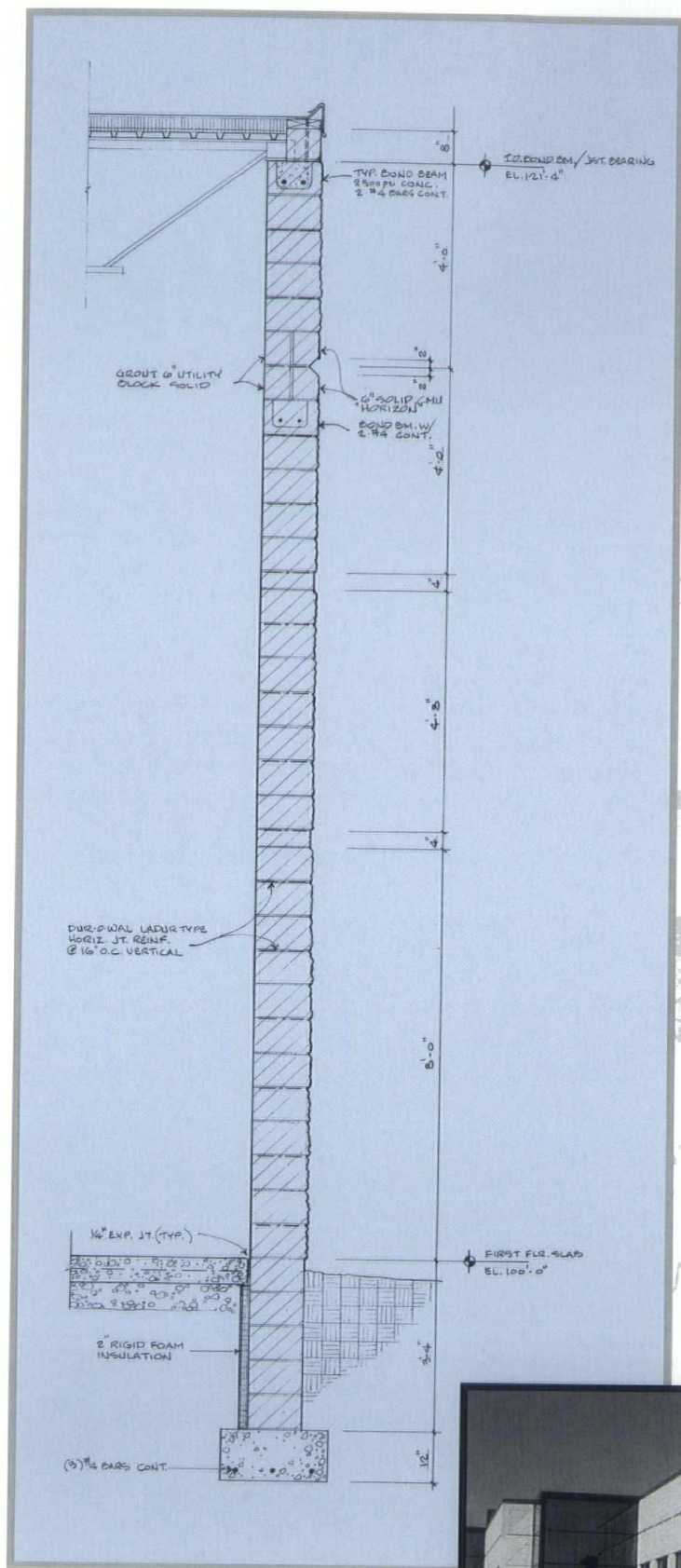
# AWARD WINNING DETAILS

WOODGATE CENTER  
PEWAUKEE, WI

CONCEPT ARCHITECT:  
THE ZIMMERMAN DESIGN GROUP

ARCHITECT OF RECORD:  
GERALD NELL: ARCHITECTURAL DIVISION







# COUNSELOR'S CORNER

## *WHO is Liable When A Wall Falls During Construction?*



his is a complex question that depends, in part, on the answers to a number of questions, including:

Who, if anyone, is at fault for the problem?

How have the contract documents allocated the risk?

What insurance may apply?

In most cases, the party that is at fault will ultimately be responsible. In rare instances, the fault may be unmistakable. For example, the wall may have been hit by a piece of heavy equipment, operated by a sub-contractor, or a contractor may have wholly failed to comply with industry standards in providing temporary shoring or other support. More often, there may be room for debate. Shoring or other support may be marginal, and the problems may have been aggravated by soil movement caused by a major storm. In the event the fault is that of a sub-contractor, the law would probably impute that fault to the general contractor that employed him, so far as it affects the rights of third parties.

It is always important to consult the contract for allocation of risk. For example, the contractor may have agreed to indemnify the owner for the costs of all such losses, even if the contractor is not at fault. Or, if the collapse was caused, in part, by unexpected subsurface conditions, a 'differing site conditions' clause, if included in the contract, could allocate the cost of bearing this risk to the owner.

Insurance coverage may be provided either by builder's risk or other property insurance, or by liability insurance. As a broad generalization, property insurance may provide protection to the extent the problem is due to an

act of God or some other circumstance other than poor workmanship. However, most builder's risk policies will contain an exclusion for losses due to poor workmanship.

Liability insurance provides protection to the party who is at fault, or who is responsible for the fault of others. For example, in the event of sub-contractor fault, the liability policies of both the sub-contractor and the general contractor may provide some protection. If the falling wall causes personal injuries or damages other property, there would most likely be coverage for such losses. Coverage is less likely for the cost of repairing the wall itself, although even here, the general contractor may have coverage if the fault is that of a sub-contractor.

As is apparent from this review, it may not be easy to determine either interim or ultimate responsibility. Therefore, it behooves all parties who have even minimal potential responsibility to cooperate in resolution, keeping the overall cost of repair or rebuilding as low as possible. This means that the work may have to be done and paid for before fault is finally determined, because delays in correcting the problem will only make it grow in size. It is in the interest of everyone to work out at least an interim solution that will permit immediate repairs to be made and funded, perhaps on a shared basis, so that, when responsibility is ultimately determined, the cost to the party/parties deemed responsible will be as low as possible.

Ronald L. Wallenfang  
Quarles & Brady

**Your Patronization of WCMA Producer, Affiliate and  
Associate Members is appreciated!**



# MEETING CALENDAR

**AIA**  
**Board of Directors - Retreat**  
August 7-8, 1997  
Wildwood  
Wisconsin Dells

**NCMA**  
**Midyear Meeting**  
August 13-17, 1997  
The Resort at Squaw Creek  
Olympic Valley, CA

**CSI**  
**Board Meeting**  
August 21, 1997  
MEC  
Milwaukee

**WCMA**  
**Excellence In Masonry**  
"Call For Entries"  
September, 1997

**CSI**  
**National Seminar**  
September 16, 1997  
Milwaukee

**CSI**  
**Board Meeting**  
September 19, 1997  
MEC  
Milwaukee

**AIA**  
**Door County Design Charette**  
September 19-21, 1997  
Wagon Trail Resort  
Door County

**CSI**  
**Chapter Meeting**  
September 22, 1997  
Alioto's  
Milwaukee

**AIA**  
**Board of Directors**  
October 16, 1997  
Osthoff Resort  
Elkhart Lake

**AIA**  
**Fall Workshop**  
October 17, 1997  
Osthoff Resort  
Elkhart Lake

**CSI**  
**Board Meeting**  
October 17, 1997  
MEC  
Milwaukee

**CSI**  
**Product Show**  
October 21-22, 1997  
Mecca  
Milwaukee

**CSI**  
**Chapter Meeting**  
October 27, 1997  
Alioto's  
Milwaukee

**AIA**  
**Board of Directors**  
December 5, 1997  
UWM Hefter Conference Center  
Milwaukee

**NCMA**  
**Masonry Expo '98**  
February 20-22, 1998  
Charlotte, NC

## PLEASE NOTE!

*Dick Walter, WCMA'S  
Executive Technical Director  
will have a new Area Code  
effective 7/26/97. Please  
amend your files to reflect the  
change from (414) to (920).*

## WCMA:

Dick Walter  
Executive Technical Dir.  
Wisconsin Concrete  
Masonry Association  
9501 South Shore Dr.  
Valders, WI 54245  
**800-722-4248**  
Fax (414) 773-2823

Administrative Offices:  
Wisconsin Concrete  
Masonry Association  
1123 N. Water St.  
Milwaukee, WI 53202  
**800-377-0667**  
(414) 276-0667  
Fax (414) 276-7704

**AIA** - The American Institute of Architects/Wisconsin- (608) 257-8477  
**CMI** - Concrete Masonry Industries- Dennis Wilichowski, (414) 362-7000  
**CSI** - Construction Specifiers Institute- J. Gerard Capell, CCS (414) 962-4638  
**NCMA** - National Concrete Masonry Association- (703) 713-1900  
**WSPE** - Wisconsin Society of Professional Engineers- Karen Brey, (608) 833-3364

## WCMA PRODUCER MEMBERS

Antigo Block Company	County Concrete Corporation (cont'd.)
Antigo, WI	Stevens Point, WI
715/623-4837	800/274-1118
	715/341-0990
Bend Industries	Oneida Concrete Products
Appleton, WI	Rhineland, WI
800/242-3134	715/365-6565
414/733-4904	Polyock Block Company
West Bend, WI	Zenda, WI
800/686-2363	414/275-6611
414/388-5700	Quality Concrete Products
Best Block Company	Sussex, WI
Milwaukee, WI	414/246-5050
800/782-7708	Waukesha Block Company
414/781-7200	Waukesha, WI
County Concrete Corporation	414/290-9000
Appleton, WI	Winger Concrete Products
800/242-7733	Hazelhurst, WI
414/734-7733	715/356-9429
Eau Claire, WI	Wisconsin Brick & Block Corp.
800/729-7701	Madison, WI
715/834-7701	800/362-6633
Marathon, WI	608/845-8636
800/289-2569	
715/443-2434	
Rice Lake, WI	
800/207-9960	
715/234-8144	

## WCMA PROFESSIONAL MEMBERS

Milwaukee School of Engineering  
Milwaukee, WI  
414/277-7308  
U.W.M. By-Products  
Milwaukee, WI  
414/229-6694

## WCMA AFFILIATE MEMBERS

Bark River Concrete Products  
Bark River, MI  
906/466-9940  
Miller Products & Supply Company  
Iron Mountain, MI  
906/774-1243  
Superior Block Company  
Houghton, MI  
906/482-2731

## WCMA ASSOCIATE MEMBERS

American Bin & Conveyor, Inc. Burlington, WI 414/763-0123	Falls Dealer Supply Company Sheboygan Falls, WI 800/242-7676	Krete Industries, Inc. Butler, WI 800/777-9562 414/783-6460	Plyco Corporation Elkhart Lake, WI 414/876-3611
Bergen Machine Rochester, MN 800/722-0920	Giles Engineering Associates, Inc. Waukesha, WI 414/544-0118	Lafarge Corp., Cement Group Milwaukee, WI 800/678-6220 414/545-6220	Rockwell Lime Company Manitowoc, WI 800/558-7711 414/682-7771
Besser Company Roanoke, IL 517/354-4111	Grace Construction Products Milwaukee, WI 800/558-7066 414/354-4208	Lehigh Portland Cement Company Burnsville, MN 612/890-1600	St. Marys Wisconsin Cement Co. Detroit, MI 313/842-4600
Brett Admixtures Eden Prairie, MN 800/989-0665	Harcros Pigments, Inc. Fairview Heights, IL 618/242-0592	Lightweight Distributing Company Mound, MN 800/848-4912 612/472-5080	Solomon Colors Springfield, IL 800/624-0261
Columbia Machine, Inc. Vancouver, WA 800/628-4065	Hohmann & Barnard Hauppauge, NY 800/323-7170	Medusa Cement Company Milwaukee, WI 800/433-3800 414/481-3800	West Materials, Inc. Burnsville, MN 612/892-7305
Dixon Marquette Cement, Inc. Bridgeview, IL 800/234-5015	Holnam, Inc. Arlington Heights, IL 708/571-4321	Newhouse Company Madison, WI 608/222-0111	Western Lime Corporation West Bend, WI 800/433-0036 414/334-3005
Dur-O-Wal, Inc. Apple Valley, MN 847/577-6400	ICD Milwaukee, WI 414/962-4065 414/332-9678	Northern Environmental Mequon, WI 414/241-3133	Wisconsin Electric Power Company- Minergy LWA Milwaukee, WI 414/221-2457
Dynamic Color Solutions, Inc. Milwaukee, WI 800/657-0737 414/769-2580	Kopp Clay Company Malvern, OH 216/863-0111		



# WOODGATE CENTER PEWAUKEE, WI

CONCEPT ARCHITECT: THE ZIMMERMAN DESIGN GROUP

ARCHITECT OF RECORD: GERALD NELL: ARCHITECTURAL DIVISION

MASON CONTRACTOR: GERALD NELL, INC.

CMU PRODUCER: BEST BLOCK COMPANY

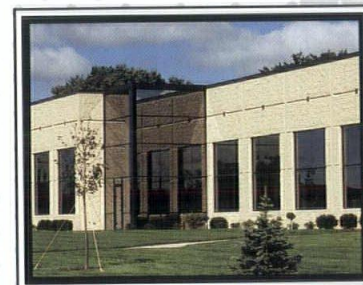
SIZE (SQ. FT.): 37,180

COST: \$1.6 MILLION

*"We chose concrete block for this project because it offered the right combination of features: Durability; Structural integrity; Low maintenance; Economy; Ease of erection; Low square foot cost; Design flexibility; Textural variety; Placement of accents and shadow lines; Ease of integration with other materials.*

*These advantages, along with a little creativity and some clever engineering, helped us deliver a top-notch project for the owner, tenant and contractor alike."*

Mark Freding  
Gerald Nell, Inc.



## "EXCELLENCE IN MASONRY"

Judge's Comments:

*"Simplicity with elegance!"*

*"Elegant detailing which presents itself in a straight-forward fashion."*

*"Great proportions!"*

*"Clean, refined lines and detailing with a restrained use of color."*

*"The glazed corners carry elevation right through."*

*"This building won't easily be dated!"*



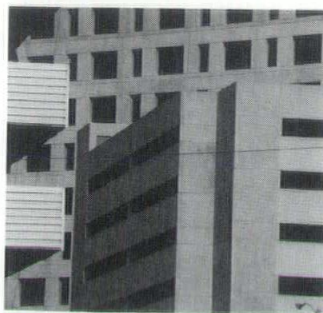
WISCONSIN CONCRETE MASONRY ASSOCIATION  
1123 N. WATER STREET  
MILWAUKEE, WI 53202

BULK RATE  
U.S. POSTAGE  
**PAID**  
MILWAUKEE, WI  
PERMIT NO. 4922





(EricOxendorf)



## Did you know...

- Eric has never missed a deadline in 23 years of business – even when he's out of town.
- Wisconsin architects receive a 15% discount on their projects and free mileage within the great state of Wisconsin (really!).
- Quality professional photography is not as expensive as you may think. *(Remember, you get what you pay for!)*
- When you commission a job, images of your project are not sold to a third party.
- The capitol team says, "If you want it done right, call Eric".
- Eric finally got married.

Architectural photography for everything under the sun (and roof)

4 1 4 | 2 7 3 | 0 6 5 4

As always, thank you for your patronage.





# Merit

## Jury Comment

This project shows integrity in the use of materials, an understanding of the maritime spirit of how water traditionally courses around bridge bulkheads and an insistence on a very high quality level of materials that will be long-lasting and respectful of the American bridge tradition.



### Project

Main Street Bridge House

### Architect

HNTB Architecture

### Contractor

Lunda Construction

### City

Racine, Wisconsin

Several factors, including lack of vertical clearance above the water and general structural deterioration, caused the 65 year old Main Street Bridge over the Root River north of downtown Racine to become the subject of a replacement project undertaken by the Wisconsin Department of Transportation.

The design of this bridge and attendant towers respond to local nautically themed developments. Rusticated bases of hand-rubbed concrete, specially fabricated solid bronze waist louvers and gutters, munz metal roofing, "naval" glass and water accents and integrally fabricated lightning protection and flag lanyards were utilized to develop this aesthetic tie.

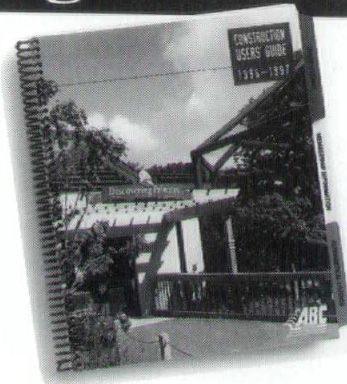
While only one tower is required to house the bridge operator, the final design incorporates two towers and two pedestrian overlooks at opposing ends of the bridge. The northern tower houses the bridge operator at the observation level. The four levels below hold mechanical and electrical equipment. The southern tower is a "blank" tower used to balance massing and provide a sense of spatial sequencing over the bridge. Small circular overlooks were developed opposite each tower to allow pedestrians the opportunity for unique views into downtown, the lakefront, the marina and adjoining residential districts.

Photography: Edward Purcell



# Planning to Build?

Get the publication used often by architects, engineers, & owners around Wisconsin.



Get the ABC Construction Users' Guide, a comprehensive association directory of more than 850 construction and construction-related companies throughout Wisconsin. ABC members are building professionals, dedicated to quality construction that is on time and within budget. The Guide is free to qualified construction users for commercial, industrial, or heavy/highway projects. It lists contractors by trade, location, maximum bid and other details.



**Call 800-236-2224**

## Congratulations

**Bend Industries** on winning the 1997 AIA Best of Show Award! And, Thank you for showcasing Large Format Digital Graphics from **Digital Crossroads, Inc.**

Let Digital Crossroads, Inc. help you achieve a winning edge with High Quality Large Format Digital Printing. Tradeshow, Showroom Displays, Backlit Graphics and more are available printed on Photo papers, Plastics and Artist Canvas. Full Color Photorealistic images up to 4 x 16 feet! We also offer Scanning, Mounting and Laminating. Complete service for all of your Large Format Printing needs. Please contact one of our sales representatives for more information:

Dale Balcerzak • Don Schlieger • Steve Poast



**DIGITAL CROSSROADS, Inc.**

15793 W. Ryerson Rd., New Berlin, WI 53151  
Bus: 414-789-6952 Fax: 414-789-1378

**CONDITIONED AIR**  
DESIGN INC.

**AIR CONDITIONING & HEATING SPECIALISTS**

11104 W. BECHER ST.  
WEST ALLIS, WI 53227  
TEL: (414) 546-2020  
FAX: (414) 546-0704

**LARRY CHARLES**  
President  
Professional Engineer

## Let your imagination soar.

*When you build with today's lightweight, high strength cast-in-place and post-tensioned concrete, the sky's the limit.*



**Concrete.** *How ideas GET built.*



**Wisconsin  
Ready Mixed  
Concrete  
Association**

9415 W. Forest Home Avenue  
Hales Corners, WI 53130  
Call us. (414) 529-5077

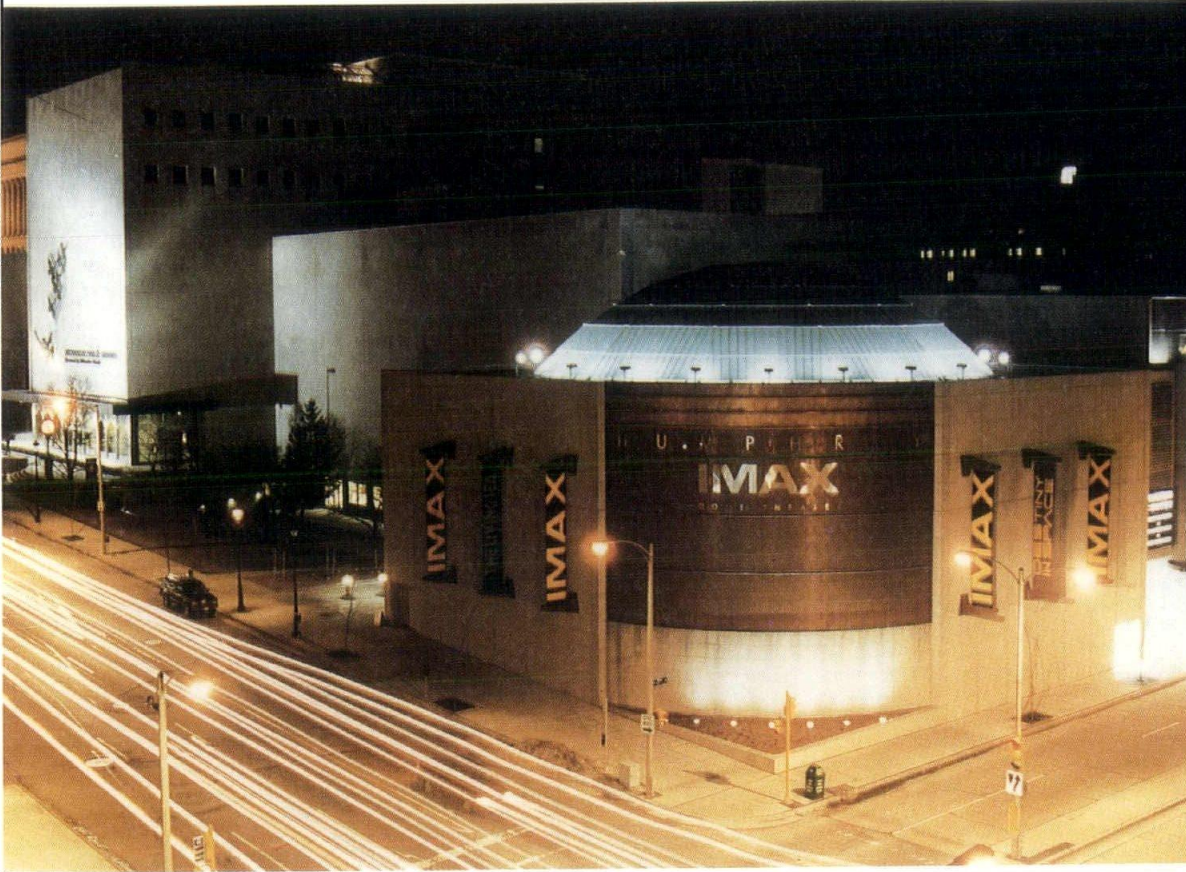




# Merit

## Jury Comment

The real strength of the project is in the finely resolved detailing of copper to precast and, ultimately, to a very handsome canopy on the street. It's in detailing that this becomes a very strong project.



## Project

Milwaukee Public Museum

Humphrey IMAX Dome Theater

## Architect

Hammel Green and Abrahamson, Inc.

## Contractor

Grunau Project Development

## City

Milwaukee, Wisconsin

Like other museums nationwide, the Milwaukee Public Museum has embarked on a major development program to add significant educational facilities as well as much needed income generating sources. To accomplish both goals, the museum determined to build a 275-seat IMAX domed screen theater along with an improved visitor services concourse. As an addition to the museum, this project attempts to reclaim the historic street edge ignored by the museum in its original building, built in the 1960s, by building out to the property lines and by defining the urban corner with a significant civic building.

The existing building is linked to the new theater by means of a new skylit atrium featuring a canopied glass facade facing Wells Street. The new theater support and Children's Museum buildings were laced along the 7th Street property line as distinct and separate objects, with exterior facades of precast which precisely match the color and texture of the original building. The urban corner is "removed" such that the copper clad volume of the theater itself can be seen.

Photography: James Shields, AIA





# Merit

## Jury Comment

This addition doesn't try to mimic or replicate the existing building, but does settle on a variety of different scales which is quite beneficial. The addition uses some fairly tough materials in a more modernist expression creating a very handsome relationship with the existing building.



### Project

American Exchange Bank

### Architect

The Kubala Washatko Architects, Inc.

### Contractor

J.H. Findorff & Son, Inc.

### City

Madison, Wisconsin

The program for the American Exchange Bank project was to renovate an historic, Italian Renaissance bank located on the square in Madison into premium quality office space while creating new parking and entry arrangements, solving code, safety and accessibility issues, expanding office space into the basement and providing adequate daylighting and access from the Capitol. In order to accomplish these goals, a new addition was planned to provide stairway and elevator access from a new grand entrance and newly created parking lot. The addition borrows the design language of the existing bank, taking cues from the prominent stone banding window patterns and cornice detailing. The result is an updated extension of the historic building's identity utilizing economical materials in a fresh approach. The existing historical fabric of the bank was restored while insignificant spaces were gutted for new tenant layouts. Spaces were designed for efficiency and full utilization of daylight and views.

Photography: Eric Oxendorf



# Clear Span Daylighting Solutions!



Kalwall with Structures Unlimited Clearspan Substructure

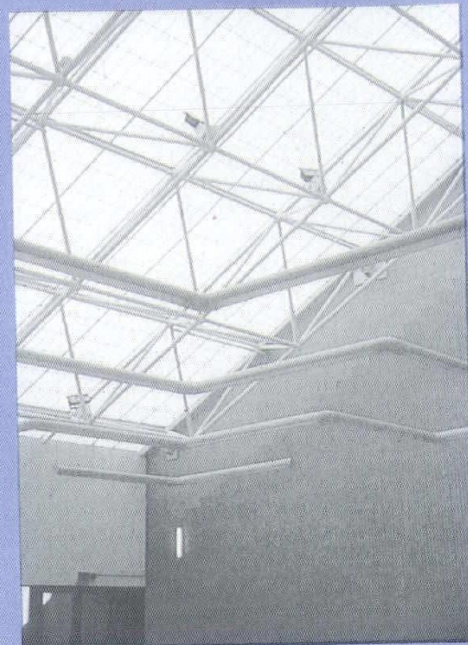
Nielsen Building **Systems** is the company to call for One Point Responsibility in Clearspan Daylighting Solutions! Complete Engineered Solutions to complex architectural problems are easily solved by **Kalwall Structures Unlimited and Mero Structures!**

Provide the problem and we'll provide a value engineered solution to meet your budget and building constraints. We SOLVE design problems under 1 Point of Responsibility!

## NIELSEN BUILDING SYSTEMS

4820 Six Mile Rd - Racine  
414 681 0676 FAX 681 1812  
E Mail your drawing files for pricing to:  
DRN53C pitnet.net  
Web Site - <http://www.kalwall.com>

# Kalwall® Structures Unlimited Mero Structures®



Kalwall with Space Frame system

# PERFORMANCE THAT MAKES SENSE!

HIGH PERFORMANCE MINERGY LWA LIGHTWEIGHT AGGREGATE OFFERS SUPERIOR ENGINEERING ADVANTAGES AND IS EASY ON THE BOTTOM LINE.

Consider these MINERGY LWA advantages...

- High strength and durability.
- 50% lighter than sand, gravel or imported soil.
  - Lateral forces are 4-5 times **less!**
- High thermal resistance... 5 times greater than sand or gravel.
- Insulates water mains, sewers and other structures.
- Reduces concrete dead loads 25% to 50%.
- Easy to handle and install.
- Increases productivity and accelerates schedules.
- Lowers transportation costs.
- Positive impact on our environment.

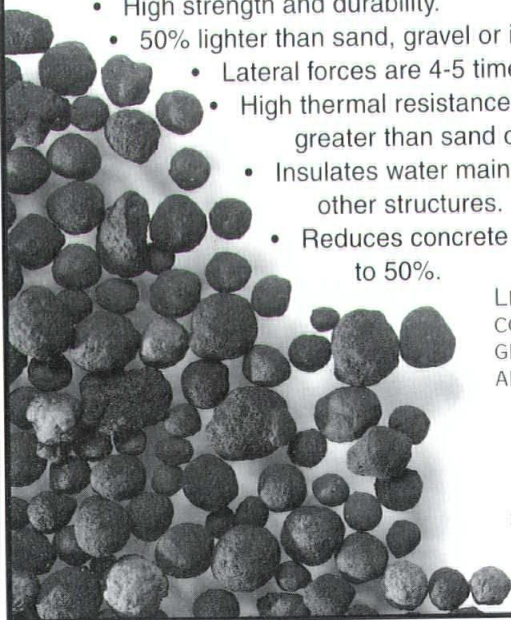
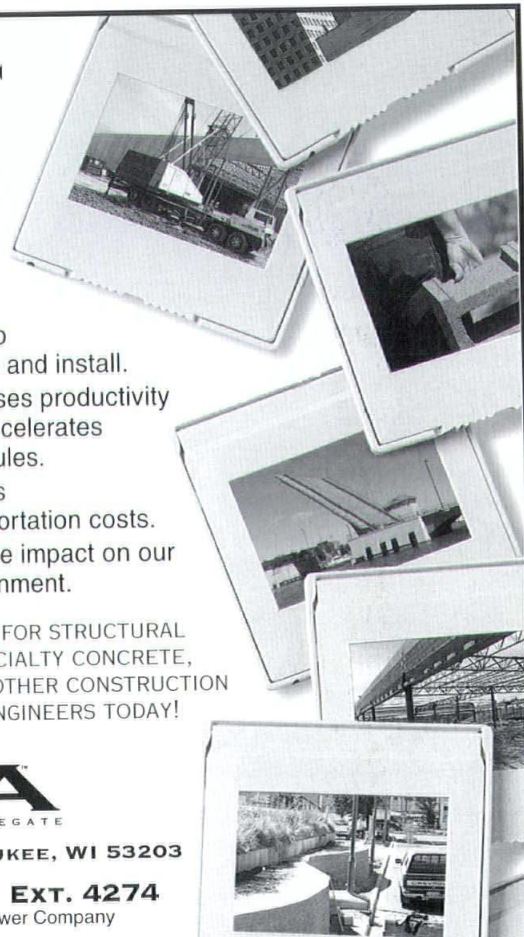
LIGHTWEIGHT AGGREGATE IS IDEAL FOR STRUCTURAL CONCRETE, CONCRETE BLOCK, SPECIALTY CONCRETE, GEOTECHNICAL, AND A WORLD OF OTHER CONSTRUCTION APPLICATIONS. CALL OUR SALES ENGINEERS TODAY!

**MINERGY**  
**LWA**  
LIGHTWEIGHT AGGREGATE

231 W. MICHIGAN ST., MILWAUKEE, WI 53203

**1-800-558-3303 EXT. 4274**

A product of Wisconsin Electric Power Company





## Golden Award



**M**y sincere thanks to the Board of Directors and the entire membership for this career honor. My success and awards are to be shared with those who've supported me over the years. I'm surrounded with family, friends and associates to whom I owe so much.

Being named the 1997 Golden Award recipient was an indelible and moving experience for me.

In a career retrospective, my thoughts scan 40 years of practice, the projects, the design philosophies, the satisfaction, the crises, the triumph of a great solution, the personalities and on through a multitude of career highlights.

Wisconsin is rich in fine design professionals. To be chosen from the solid array of practicing architects and to be placed among the ten previous honorees is indeed the pinnacle of my achievements.

Reflecting on four decades of practice, I've seen our profession change with technology, from thought, to hand, to pencil, to paper to today where digitized amalgamation of ideas are formulated from software to electronic projection.

While architectural technology has logarithmically expanded conceptualization and construction documents, the architect must not lose control of the solution.

Nearly three decades ago, the architect's project management role in the delivery process was seriously changed. We abdicated our leadership position to construction management and design/build project systems. In the 1970s, a time of double digit inflation, squandered project budgets and schedules were blamed. To this day, architects have not recaptured their position.

Does the future of architecture relegate our value as a profession to merely concept and design phases? Will CAD production companies perform detailing and estimating and package our ideas for constructors?

I'm concerned about our longevity as a profession. If our ambivalence to construction industry competitors continues, if our complacency to follow vs. lead continues, and if our muted communications continue to be reactive vs. proactive, architects will become industry dinosaurs. Consider the evolution:

- "Talkatects," facilitators and project executives chair the design team.
- Interior specialists command the programming and conceptual space planning.
- CAD specialists can already modify and reconfigure previously recorded designs to fit specific project criteria, fashioning projects sans architect.
- CAD files from concept through construction details will be available on the Internet.
- Legislators threaten to give non-accredited access to deregulate licensing.
- Movements to socialize public architecture already threaten state work in California.

We've already experienced the effects of risk managers eroding our self confidence with "litigation paranoia." A responsible professional solution needs no apology. Our metaphor to a popular WWII motto would cry: "Damn the lawyers! Full speed ahead!"

We've finally learned to market and sell, but we've lost our profile. We've been competing vigorously against one another, but not establishing or maintaining our place, our leadership or our value within the industry and to the public.



The architect is vital to the needs of the client. Through his/her training and experience, the architect has the most unbiased comprehensive picture of the entire building in context with its surrounding environment. It's time to reassert our position to the public and to the building industry. My challenge to you, my fellow architects, is to take responsible charge of the system.

Improve your internal and external communication skills. Articulate your goals and solutions clearly, both verbally and graphically. Recognize that architects transmit and read two dimensional drawings while others, including contractors, may require creative interface to amplify concept comprehension.

Our architectural education (one of the finest liberal arts backgrounds available) should at least yield conversation skill.

Consistent with the nation's focus on a social conscious time investment, become active in your community. Many of you are already involved in community service (church, school, charitable causes, environmental issues, etc.). Good! Take on leadership roles. You have so much to offer. It's a great place to experiment with new management techniques to improve people skills and to facilitate solutions through group interaction. Be confident! The public needs you, your ideas, and your spirit!

Eradicate the myth of architects as blythful dreamers without practical foundation. Become fiscally responsible to the owner, your office, project budgets, design budgets and annual profit goals. We cannot survive as a profession if we can't survive as a business.

The value of your knowledge and experience integral to your work should, accordingly, be reflected in your contract. It's time to recognize

that architects take risks, work long hours and carry tremendous liability for life safety. Our compensation should be commensurate. Profit is not a lottery reward. It's a calculated goal of our capitalistic system.

Take charge of the project team. Convene the design/delivery team early to assert your position of design leadership. Assure the owner that you are his eyes and ears to the project. Carry that profile from concept to occupancy.

Above all, establish the architect's role as ombudsman/executive. The evolution of the architect from "the master builder" is modified, but not diluted. Restore the profession's dignified position. Take back your rightful place as leader of the team!

*EDITOR: The author is the recipient of the 1997 AIA Wisconsin Golden Award, the highest honor that AIA Wisconsin can bestow upon a member architect. This article is from his prepared remarks at the Golden Award Luncheon held on May 28, 1997, in conjunction with the 1997 AIA Wisconsin Convention.*



# California's Competition Killer Initiative

## The Issue

A state employees union in California, Professional Engineers in California Government (PECG), has qualified a constitutional amendment for the next statewide election ballot—which could be as soon as November 4—that would all but end private sector participation in any projects receiving state funding or administration. Essentially, this amendment does three things:

1. Requires the State Controller to perform a cost analysis on every project receiving any amount of state funding or administration to determine whether it would be cheaper to use in-house architects and engineers or to contract with private sector architects and engineers. The cost analysis is fraudulent in that it includes only costs for additional labor for the in-house analysis, while all costs—salaries, overhead, expenses, and a state administration fee—are included for the private sector analysis.
2. Requires sealed competitive bidding for any design services over \$50,000 that get past number one and are contracted out to the private sector.
3. Requires any private sector architects providing services to the state to indemnify the state and its employees against the state's own negligence.

## The Impact

Up to 35 percent of the projects currently designed by private sector architects in California would either be designed by state-employed architects or would be delayed indefinitely by the implementation of this initiative, including:

*Schools*  
*Low-Income and Senior Housing*  
*Hospitals*  
*Historic Preservation Projects*  
*Correctional Facilities*  
*Transportation and Mass Transit Projects*  
*Courthouses*  
*Parks and Recreational Projects*  
*Libraries*  
*Planning Projects*  
*Community Colleges*  
*Environmental Impact Reports*

Up to 100,000 private sector design and construction jobs would be lost in the first year alone!

## The Campaign

Unlike a legislative battle, this issue will be decided by California voters, and initial polls show that this initiative will pass without a full-fledged campaign. PECG spent \$1.4 million to get this initiative qualified for the ballot—they will spend millions to make sure it passes. A coalition of design and construction organizations, the California Chamber of Commerce, the California Taxpayers Association and others have begun raising the funds necessary to defeat this initiative. Arthur Gensler, FAIA,

and Robert Newsom, AIA, have reorganized the AIA California Council's political action committee, ARC PAC, and have recruited 42 of California's leading architects to help meet this goal.

## Can This Happen Here?

A similar measure was narrowly defeated in Massachusetts in 1992. Federal legislation to achieve the same goal has been introduced in Congress. The Kansas legislature adjourned recently before it could come to an agreement on minor differences between House and Senate passed versions of legislation that would require competitive bidding for all professional services. Make no mistake about it, if the largest state in the union—the seventh largest economy in the world—begins using in-house A/E services and using competitive bidding for A/E procurement, many other states will consider following suit.

## What Can You Do?

Make a contribution to ARC PAC to help defeat the initiative in California. ARC PAC accepts corporate or personal checks, checks from other state component PACs, VISA and MasterCard. Contributions are not tax deductible, but are very important, so please give generously. Once this initiative is soundly defeated in California, the momentum will be lost.

## For More Information

Please call the AIA California Council at (916) 448-9082.





**Stronger walls and higher fences do not better neighbors make.**

The gated community. Barricades. Fortress buildings. Bunkers that keep us strangers rather than neighbors. A recent report of the Carnegie Foundation for the Advancement of Teaching concludes that perhaps never in history have the talents, skills, the broad vision and the ideals of the architecture profession been more urgently needed. The reasons are all around us. Lives of families and entire communities have grown increasingly fragmented. Cities are in an era of decline and decay rather than limitless growth. The value of beauty in daily life is often belittled. Working together, you and your hometown architects can make sure our children inherit wholesome neighborhoods that promote healthy, prosperous lives. Safer streets. Affordable homes. More productive workplaces. Transportation choices. A cleaner environment. Cohesive communities. Get involved in your community planning. For help, call your local chapter of The American Institute of Architects or call us at 202-626-7300. The American Institute of Architects, 1735 New York Avenue, N.W., Washington, D.C. 20006.



**THE AMERICAN INSTITUTE OF ARCHITECTS**



# Delivery of Electronic CADD Files

Today, many clients of engineering and architectural design firms demand that designers' CADD files be delivered as part of the contract document delivery requirements. These delivery requirements represent a potential professional liability risk as well as a potential impact on traditional plan-production cost estimates and parameters. The design professional is fully urged to understand and address these issues before agreeing to scope, schedule and compensation in the design services agreement.

There are several key points that the prudent designer should address with the client while discussing the project's scope of work, schedule and fee.

## **What does the client really want?**

Make sure you completely understand why the client wants your CADD files. Often times the client simply asks for all CADD because that is the easiest way to contract for this delivery. However, does the client really intend to use all the files? To what purpose? Does the client think that material quantities can be derived from your design drawing? Does the client understand that not all the material needed to build the project is shown on your drawings? Does the client want to archive the CADD files in case the project undergoes changes years from now? Does the client understand the limitations of long-term archiving of CADD electronic files?

## **Delivery to other parties**

Make sure you understand to whom you are expected to deliver the CADD files and do not deliver these files to any party with whom you do not have a contract or agreement covering the delivery of these files. Your agreement with your client or with other parties should clearly state the terms and conditions under which the CADD files may be used. The agreement should also have a "hold harmless" clause against any subsequent use or modifications of the CADD files.

## **Project archive files**

CADD files are not readable forever. They have a very limited life expectancy. Do not rely on the ability to recover these files beyond a few short years. Even files that are recovered and displayed on the screen may not be complete and accurate.

There are several causes that limit the useful life of CADD files. For one, the magnetic media may only hold the charge for a year or two. Unless the charge is renewed (or the file is copied), data may be lost over long periods of time. Another cause is the continuous change in software. New releases that update the software may not be fully compatible with older releases of the same software product. In addition, software applications change over the years. Are you still using a Wang word processor?

## **Compatibility**

Do not rely on the claims of translation software to fully translate CADD files from one system to another. Verify all file translations. The most common CADD file translator is called DXF. But even DXF files may not be complete if the CADD standard specifications of the first system do not have a one-for-one match with the standard specifications of the second system. For example, a line type, color and weight on one system may not have a direct match with the second system unless so specified by the user.

## **File security**

Document your electronic deliveries and make sure that the contract establishes that the sealed mylars govern over electronic files. Any electronic file can be changed as soon as the other party receives it; and you have no control over who has access to these files and how copies are made. Your original set of drawings could be copied several times by several people in the client's organization. Which set of copies now



governs? How do you know if changes are made to one set and that set is then accidentally used for a bid set of documents sent to all contractors bidding on the project? Whose title block and name is still on all sets of copies now spread all over the client's computer network?

### **Electronic seals and signatures**

Simple rule: Don't! It is also a good idea to remove your name and title block from all electronic files delivered to your client or other third parties.

### **Software licenses**

Read and comply with all software licensing agreements. Failure to do so is a federal offense and a felony. The so called "software police" are looking to make examples out of firms that violate software license agreements. This author knows of many firms that have already been stung for huge fines, many extending into six figures.

### **Computer/CADD accuracy**

Just because CADD software may store graphics with coordinates using three or four figures behind the decimal does not mean that the coordinates are that accurate. For example, data from aerial surveys may only be accurate within several feet. Later, that same data may be shown at a different scale and be assumed to be accurate within inches. That assumption may not be valid.

### **CADD deliveries from clients**

Make sure you understand the accuracy and content of all CADD files delivered to you from the client. Make sure your contract states that the client is responsible for the accuracy of these files or include a scope of work to verify the accuracy of the files. Make sure you have an adequate budget and schedule to review and edit these files if necessary to make the files readable and usable with your CADD system.

### **CADD deliveries to clients**

Make sure that the contract defines exactly what files and format are required to be delivered to the client and when (intermediate deliveries, final delivery, record drawings). Make sure you understand the impact on scope, schedule and compensation of these delivery requirements, especially if the delivered CADD files must conform to the client's format and organization specifications. Overly complex CADD specifications may add significant time and cost to complete the CADD drawings. The contract should also define ownership of the files, an acceptance period by the client and who has the right (or limitations) to edit and use the files.

The agreement should have an "indemnification/hold-harmless" clause for any subsequent use or modification of the CADD files beyond the original design as submitted on the mylars. The contract should also establish that the sealed mylars govern over electronic files.

### **CADD documentation**

Electronic procedures and plans need to be subject to the same project documentation standards as the nonelectronic project documents. Do not rely on being able to read electronic files after the project is closed out.

### **Summary**

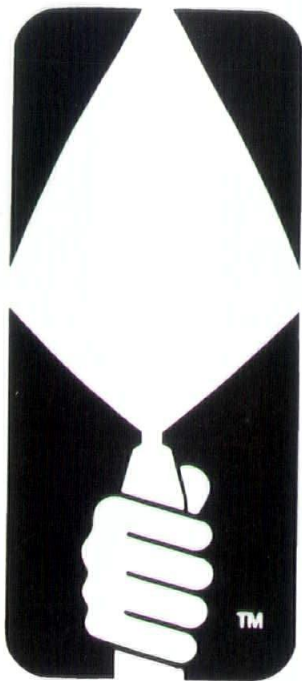
New contract delivery requirements require new contract terms and conditions. Do not just simply agree to turn over your CADD files at the end of the project and think that the effort to do so is minimal because you are going to do the work on CADD anyway. Conforming to the client's CADD format and organization specifications may take many more hours than you have budgeted in the project's proposed fee. Your total lack of control over the CADD files once delivered to your client could expose

your firm to potential professional liability risks not originally considered.

Addressing these issues is time well spent during the proposal and contract negotiating phases of a project.

*EDITOR: The author is president of Systems Management Consultants, Inc. (SMC), Overland Park, Kansas; phone (913) 681-1530; Internet address: mike@sysmgmt.com. SMC's consulting services specialize in the management aspects of automated systems for design professionals, including CADD systems, office automation tools, project accounting systems, computer-related policies and Internet website design. The author has written a book on this important subject entitled "Contracting for CADD Work: A Guide for the Design Professional." It may be ordered from ACEC headquarters at (202) 347-7474 or from Systems Management Consultants, Inc. This article was reprinted with permission from Communique published by DPIC.*





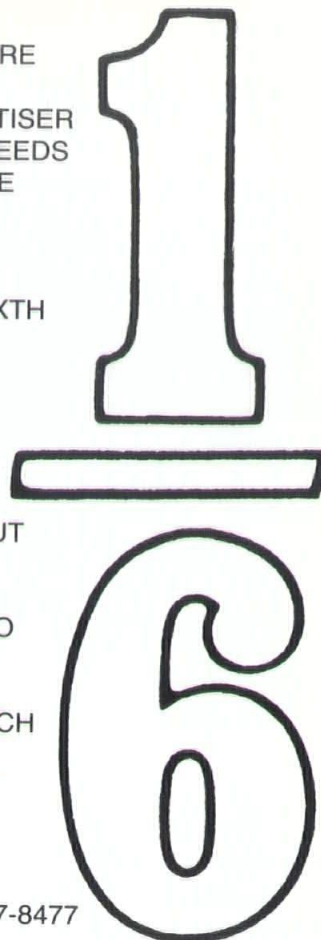
## BUILD IT FOR KEEPS WITH MASONRY.®

International Masonry Institute

Great Lakes Regional Office  
Great Lakes Masonry Center  
53 W. Jackson Boulevard, Suite 315  
Chicago, Illinois 60604

Tel: 312-347-2500 Fax: 312-347-2514  
Tel: 800-438-4751

IF YOU'RE  
AN  
ADVERTISER  
WHO NEEDS  
A LITTLE  
SPACE  
LIKE  
THIS  
ONE-SIXTH  
PAGE,  
CALL  
OUR  
OFFICE  
TODAY.  
YOU'LL  
FIND OUT  
YOU  
DON'T  
HAVE TO  
SPEND  
A LOT  
TO REACH  
THE  
PEOPLE  
WHO  
DESIGN  
A LOT.  
(608) 257-8477



### National Survey & Engineering

## *The Precise Measurement Of Land*

Permitting  
Surveying  
Environmental  
Feasibility Studies  
Site Engineering  
Stormwater Management  
Land Use and Site Planning  
Construction Services/Materials Testing

Telephone 414-781-1000  
Facsimile 414-781-8466  
Toll Free 800-842-7831  
4125 North 124th Street  
Brookfield, Wisconsin  
53005-1837



SITE BALANCE

## WE BEND STRUCTURAL STEEL

Our exclusive bending technologies give us the capabilities to bend heavy angles, bars, beams, channels, rails, tees, tubing and pipe shapes to demanding structural specifications. In addition, we can cut, forge, punch, thread and weld steel. We are constantly developing our skills to change the shape of steel and assure our customers of close tolerances, saving them time in inspection and fit-up. When you need prompt, accurate, competitive quotations and on time delivery... **TAKE IT TO THE MAX!**



**max  
weiss**

IRREGULAR CURVES  
VERTICAL OFFSETS  
ELLIPTICAL SHAPES  
CIRCLES, OR SEGMENTS  
WITH OR WITHOUT TANGENTS



**MAX WEISS CO., INC.** 8625 W. BRADLEY ROAD, MILWAUKEE, WI 53224  
TELEPHONE: 414-355-8220 MAX FAX: 414-355-4698



# One Name. All the Reputation. **VERHALEN** INC.



Since 1911, we have been building a relationship with our customers that is based on bringing them the best products while providing them with the best service. The combination has proven to be as successful for our clients as it has been for Ver Halen.

Our absolute commitment to customer satisfaction begins with seeking out the finest brand



names available. Pella® windows are widely regarded as the best in the industry. And Ver Halen is one of Pella's largest and top distributors, which makes us the cream of the crop. Velux® Skylights have a similar reputation and we are proud to offer the full spectrum of Velux products.

**A L L S T E E L®**

At Ver Halen the quality-name roll call extends to our commercial products as well. From ceiling to wall, we handle the best in the industry. Armstrong® Ceiling Systems offer versatility and functionality that are second to none. Trendway® and Allsteel® are premier providers of office systems and furniture. Kwik-Wall® is the industry's most qualified provider of the best operable, portable and accordion wall systems. All of these names support the Ver Halen tradition of product excellence.



But again, it's not just about the impressive name-brands. It's about quality service. Customer satisfaction remains our guiding principle. Frankly, it's our goal to build partnerships with our customers. The result: We won't be satisfied until they are.



Call Ver Halen today to get your share of the tradition!

## 1.800.242.1008

Green Bay • Milwaukee • Madison • Mequon • Neenah • Racine • Wausau

### Consultants

#### American Exchange Bank

Benz Engineering  
Johnson, Johnson & Roy, Inc.  
Arnold & O'Sheridan, Inc.

#### Law School Addition and Remodeling

Ring and Duchateau  
*Mechanical Engineering*  
Graef Anhalt Schloemer and Associates  
*Structural Engineering*  
Arnold & O'Sheridan, Inc.  
*Electrical Engineering*  
Ken Saiki Design  
*Site Planning*

#### Main Street Bridge House

HNTB Architecture

#### Milwaukee Public Museum/ Humphrey IMAX Dome Theater

The Wilson Firm  
*Architects for Renovation*  
PSJ Engineering  
*Mechanical Engineering*  
Graef Anhalt Schloemer & Associates  
*Structural Engineering*  
TN & Associates  
*Civil Engineering*  
Omnivest Technologies, LLC

#### Wisconsin Department of Agriculture, Trade and Consumer Protection

Arnold & O'Sheridan, Inc.  
*Structural Engineering*  
Jaspa; Engineering  
*MEP Engineering*

#### Yamazen, Inc.

J. Robbins & Associates



### Fall Workshop

Reserve Friday, October 17, for the 1997 AIA Wisconsin Fall Workshop at The Osthoff Resort in Elkhart Lake. This year's full-day workshop will focus on leadership.

The interactive Fall Workshop program will explore what leadership means in our firms, in our communities and in our profession. It will feature the best speakers from the inaugural AIA Leadership Institute held this past spring in Washington, DC.

James M. Kelly, a former special agent with the FBI, will help participants examine their personal leadership skills and explore ways that architects can have a more direct influence on our profession and our world. Dick Swett, AIA, the only architect to serve in Congress in this century, will present a personal account of what it is like for an architect to be involved in the political arena. Milwaukee Mayor John Norquist has been invited to speak on the effect that architecture has on community leaders and the political climate.

Watch your mail for further details and registration materials for the 1997 Fall Workshop on October 17.

### Membership

It doesn't seem that long ago when AIA Wisconsin celebrated its 1,000<sup>th</sup> member. Now, according to a report by Vice-President John Horky, AIA, at the Board of Directors meeting in June, AIA Wisconsin is 1,254 members strong!

AIA Wisconsin membership includes 891 AIA Architect members, 169 Associate AIA members, 47 professional affiliates, 67 student affiliates and 80 AIA Emeritus members. In the past year, membership has grown by 108 members or 9.4%, due primarily to 97 new AIA Architect members.

The fastest growing local Chapters have been the Southeast and Southwest. Membership in AIA Southeast Wisconsin climbed 10.5% to total 557,

with AIA Southwest Wisconsin membership growing by 11.9% to 348.

### Working Homeless

As part of a new community leadership initiative, 1997 AIA Wisconsin President Jim Gersich, AIA, has pulled together a steering group to begin planning for a working homeless shelter in Madison. The steering group includes architects, a general contractor, a consulting engineer, a banker, a developer and social services providers.

A goal is to be able to use the working homeless shelter project in Madison as a model that can be copied and implemented in other Wisconsin communities. In this regard, it is similar to the national AIA Legacy Projects in New Orleans and Atlanta, but on a more modest scale.

The working homeless shelter initiative is designed to demonstrate the leadership role architects and allied professionals can play in developing creative solutions to important issues affecting our communities. If you are interested in participating in the Madison project or starting a similar initiative in your community, contact the AIA Wisconsin office.

### WAF Annual Meeting

At the Annual Meeting of the Wisconsin Architects Foundation, held on May 28 in Middleton, Michael K. Kadow, AIA, Green Bay, Gil S. Snyder, AIA, Milwaukee, and Kerry L. VonDross, Waukesha, were elected to three-year terms on the WAF Board of Directors.

WAF President Ronald G. Bowen, FAIA, also recognized 1996-97 WAF scholarship recipients. UWM SARUP scholarship recipients include: Raymond T. Cleveland, Dawne Eng, Jennifer Eschner, D. Katie Jacobs, Anina Mbilinyi, Eric N. Miller, Kurt Roessler, Thor Sigurdsson, Mark M. Smith, Greg Tamborino and Khai Toh. MSOE students receiving WAF scholarships include: Christian Blake, Jon Fingland and Holly Kesling.



In addition, Bowen reported that nearly \$19,000 in pledges and contributions have been received for the Stoner House Campaign. Architects and allied professionals were encouraged to make a generous tax-deductible contribution in support of the WAF's efforts to build a better Wisconsin through architectural education and public awareness.

### Distinguished Service

The AIA Wisconsin Board of Directors has awarded James Fryk, AIA, Waukesha, with a *Citation for Distinguished Service* in recognition of his significant contributions as chairman of the 1997 Convention Committee. The award was presented at this year's Architect/Exhibitor Golf Outing in Beaver Dam.

### Construction Documents

Earlier this year, the Division of Facilities Development asked the AGC of Wisconsin to coordinate a survey on the quality of construction plans and specifications for state building projects. The survey, distributed to various general contractor and specialty contractor organizations, asked construction firms to respond to several questions about the development, coordination and use of plans and specifications. About 70 contractors responded to the survey.

Over 80% of the respondents indicated that the quality of plans and specifications is deteriorating. Items mentioned included: lack of details (34%), specifications do not match drawings (33%), lack of dimensions (17%) and lack of coordination between disciplines (10%). Over 90% felt that specifications are too "canned."

While 85% of the contractors indicated that documents are organized to best facilitate bidding, many commented that addendums could be reduced by better quality documents and that there should be a time limit (e.g. one week) on the issuance of an addendum prior to the bid date.

Respondents identified the following reasons for poor quality construction documents: lack of time spent on design (59%), lack of A/E experience (36%), inadequate A/E fees (34%), specifications too general (22%) and lack of client interaction to confirm needs (21%).

For additional information on this survey, contact Bob Emmerich with AGC of Wisconsin at (608) 221-3821.

### Job Bank

As a service to members, AIA Wisconsin maintains a "job bank" to help match up job seekers with employment opportunities. Reflecting the healthy condition of the state's economy, the number of firms looking for qualified people exceeds the number of individuals looking for new opportunities.

Another resource that firms and job seekers should plug in to is AIAOnline at [www.aiaonline.com](http://www.aiaonline.com). It costs absolutely nothing to post job openings and resumes on this AIA Website. The last time *Wisconsin Architect* checked only one Wisconsin firm had a job opening posted on AIAOnline. Try it; you may find what you're looking for.

### People & Places

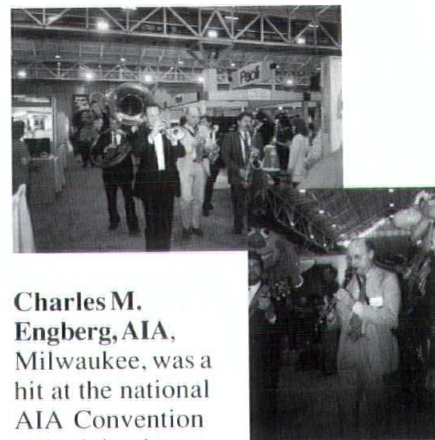
**Ronald G. Bowen, FAIA**, Middleton, has been approved for Emeritus membership in The American Institute of Architects. Congratulations!

**Warren R. Bauer, AIA**, Madison, has been appointed by Wisconsin Department of Commerce Secretary William McCoshen to represent AIA Wisconsin on the newly created Commercial Building Code Council. The council will provide advice to the Safety and Buildings Division regarding all rules affecting the commercial buildings addressed in chapters ILHR 50 through 64 of Wisconsin's Building, Heating, Ventilation and Air Conditioning Code. One of the major tasks of this council will be to assist the Division in

its transition to the adoption of a national model building code for commercial buildings. Contact Warren at (608) 274-2741 if you have a code issue that should be addressed by the Commercial Building Code Council.

**Michael K. Kadow, AIA**, Green Bay, has been named vice president and appointed to the Executive Committee of Somerville Associates. He also serves on the firm's Board of Directors and is the director of the healthcare design group.

At Hammel Green and Abrahamson, Inc., **Robert Bonesho, AIA**, Wauwatosa, **Laura Zimmer, AIA**, Milwaukee, and **Michael Torine, AIA**, Racine, have been promoted to associates. **James Vander Heiden, AIA**, Elm Grove, has been promoted to vice president.



**Charles M. Engberg, AIA**, Milwaukee, was a hit at the national AIA Convention as he joined a New Orleans Jazz band with his clarinet for the President's Opening Night Party at EXPO97.

**Kathy Schnuck, AIA**, Whitefish Bay, has joined Kahler Slater and is presently serving as a project manager for the Medical College of Wisconsin.

**Richard M. Woods, AIA**, reports his firm has a new name, Woods-Associates, Inc., and a new address: 229 E. Wisconsin Avenue, 7<sup>th</sup> Floor, Milwaukee, WI 53202; phone: (414) 291-0772.



**Lisa L. Kennedy, AIA**, Whitefish Bay, has been appointed to NCARB's Architect Registration Examination Subcommittee-Graphics Division. The subcommittee is responsible for the writing, development and pre-testing of new design problems.

**Jack L. Fischer, AIA**, Appleton, reports that Jaakko Poyry Oy of Helsinki, Finland, has reached an agreement in principle to acquire complete ownership of Marathon Engineers/Architects/Planners, LLC.

A new publication on construction and demolition materials, *Construction Resources: A Waste Reduction Guide for Wisconsin Builders and Contractors*, is available for \$25 from the UW-Extension's Solid and Hazardous Waste Education Center. For information, contact Sherrie Gruder at (608) 262-0910.

## Membership Action

Please welcome the following members to AIA Wisconsin:

### AIA

Charlene D. Andreas, SW  
 Scott A. Brothen, SE, Advancement  
 Michael P. Brush, SE  
 Kevin Burow, SW, Advancement  
 Timothy G. Carlson, NE, Transfer  
 Brian M. Cooley, SE  
 Edwin G. Cordes, NE  
 Thomas R. Cox, NE  
 Elizabeth A. Cwik, SW  
 Mar P. Dahlin, NE  
 Royce M. Earnest, SE  
 Michael P. Eberle, SW  
 Patrick H. Fehrenbach, SE  
 Paul A. Grzeszczak, SW  
 Mark O. Hauschel, SE  
 David M. Hoffman, SW  
 Nancy E. Hove-Graul, SE, Advancement  
 David J. Kimball, NE  
 Brian J. Kobasick, SE, Advancement  
 Kevin V. Kochaver, SW  
 Lynn Milstone, SW, Advancement  
 Chris A. Oddo, SW  
 Margaret E. Roback, SW, Advancement  
 James L. Robbins, SE  
 Dennis E. Schanke, NE  
 Paul W. Schmidt, NW  
 Richard G. Siebers, SE, Advancement  
 Michael J. Slotter, NE  
 Kimberly Spoden, SW, Advancement  
 Michael D. Thomas, SW  
 David G. Vos, SW  
 Jeffrey C. Zatz, SW  
 Laura M. Zimmer, SE  
 Michael J. Zweiger, NE

### Associate

Jill S. Dittrich Lackney, SE  
 Amy K. Esslinger, NE  
 Jacek Flejsierowicz, SE  
 Dean G. Glatting, NE  
 Juanita M. Halase, NE  
 Debra L. Kaster, NE  
 Veronica Nicla, NE  
 Robert V. Norman, SE  
 Suchitra Reddy, SW  
 Katharine A. Roe, SE  
 Anthony R. Ronsman, NE  
 Edward Ross, NE  
 Megan Scott, SE  
 Laura Serebin, SW  
 Jeffrey N. Spruil, SE  
 John Sveum, SW  
 Kevin Timmerman, NW

### Professional Affiliate

Christine F. Fessel, SW  
 Stephen Gustafson, NW  
 Michael J. Mau, NE  
 Don Menefee, SE

### Student Affiliate

Jennifer Veldman, SE



## We're Pros at Repros!

Complete architectural graphics services at one convenient location. Blueprints -- Spec Books -- Presentation Materials -- and quality document reproduction/enlargement are our speciality. Great service and quick turnaround. Just call and we'll do the rest.



**Mid-City  
Blue**

810 N. Plankinton Ave., Milwaukee, WI 53203  
(414) 276-0950 FAX (414) 276-3988

Blueprint Printing • Presentation Materials • Specification Books • Construction Bid Sets

UP AND DOWN  
UP AND DOWN  
UP AND DOWN  
FOR OVER 100 YEARS.



(Some would call it manic. We call it business as usual.)

Distributing Dover Elevators, America's number one selling brand -- and servicing all makes -- throughout Wisconsin and Upper Michigan.

**Northwestern  
Elevator Co., Inc.**

6070 Flint Road • Milwaukee, WI 53209 • 414-228-1424

TOP FLIGHT SERVICE FOR FOUR GENERATIONS

© 1996 Northwestern Elevator Company, Inc.

## Advertiser Index

- 41 Arnold & O'Sheridan, Inc.
- 25 Associated Builders & Contractors of Wisconsin
- 41 Bert Fredericksen, Inc.
- 6 Builders World, Inc.
- 41 C R Meyer & Sons Company
- 25 Conditioned Air Design, Inc.
- 25 Digital Crossroads, Inc.
- 41 Dolan & Dustin, Inc.
- 41 EMCS Design Group
- 23 Eric Oxendorf Studios
- 41 Giles Engineering Associates, Inc.
- 41 Gunnar Malm & Assoc., Inc.
- 42 Harwood Engineering Consultant
- 35 International Masonry Institute
- 42 Kapur & Associates
- 6 Klipstein Insurance
- 42 Lang Associates, Inc.
- 42 MSA Professional Services
- 43 Mautz Paint
- 35 Max Weiss Co., Inc.
- 40 Mid-City Blue, Inc.
- 4 Mid-States Concrete Products
- 42 Midwest Engineering Services, Inc.
- 22, 42 Midwest Visual Equipment Co.
- 28 Minergy LWA
- 41 Mortenson Matzelle & Meldrum
- 35 National Survey & Engineering
- 28 Nielsen Building Systems, Inc.
- 40 Northwestern Elevator Co., Inc.
- 42 Orlandini Studios Ltd.
- 42 Rutt Custom Cabinetry
- 42 Skot Weidemann Photography
- 42 Soils & Engineering Services, Inc.
- 2 Spancrete Industries, Inc.
- 44 SPLighting, Inc.
- 42 Strass-Maguire & Associates, Inc.
- 36 Ver Halen, Inc.
- 42 WB Corporation
- 42 Water Technology, Inc.
- 42 Westlund Distributing
- Insert Wisconsin Concrete Masonry Association
- 25 Wisconsin Ready Mixed Concrete Association
- 22 Wood-Lam, Inc.

*This index is published at no cost to advertisers, as a service to readers of Wisconsin Architect. When writing to advertisers, tell them you saw their message in Wisconsin Architect. They want to know!*



# Even The Best Laid Plans Should Guard Against Risk

At Mortenson, Matzelle, and Meldrum, we understand and work to reduce the type of risks architectural firms face.

As one of Wisconsin's leading insurance agencies, we are uniquely qualified to determine the type of protection that's right for you. With DPIC and other fine companies, we can custom design a professional liability program that's especially suited to your particular needs.

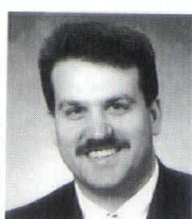
To find out how we can help your firm, call the professionals at 608-273-0655 or 800-272-2443.



Thomas E. Dowling  
Director of  
Professional Liability



Rebecca J. Bitner  
Commercial Account  
Assistant



J. Jeffery Rasmussen, ARM  
Account  
Executive

Mortenson, Matzelle & Meldrum, Inc.

INSURANCE  
RISK MANAGEMENT

3113 West Beltline Highway, Madison, WI 53713  
608-273-0655 • Fax: 608-273-8873

## Professional Services Directory

**ARNOLD AND  
O'SHERIDAN INC.**

CONSULTING ENGINEERS  
STRUCTURAL MECHANICAL ELECTRICAL CIVIL

815 FORWARD DRIVE, MADISON, WI 53711 608.271.9651  
4125 N. 124TH STREET, BROOKFIELD, WI 53005 414.783.6130

### BERT FREDERICKSEN, INC. CONSULTING ENGINEERS

3245 North 124th Street Brookfield, Wisconsin 53005-3112  
TELEPHONE 781-9070 (414)

HEATING • VENTILATING • AIR CONDITIONING • PLUMBING  
John Fredericksen-President Bert T. Fredericksen-V. President

**CRIMEYER**

Saluting Excellence in Architecture.

Oshkosh & Rhinelander, WI • Kalamazoo, MI  
Phone: 414-255-5350



**DOLAN & DUSTIN, INC.**  
CONSULTING ELECTRICAL ENGINEERS

1011 N. Mayfair Road - Suite 206  
Wauwatosa, Wisconsin 53226-3448

Primary and Secondary Power Distribution - Lighting Design - Grounding -  
Fire Alarm - Communications - Emergency Power Systems - UPS  
(414) 774-4543 Fax: (414) 774-4579



205 WEST HIGHLAND AVENUE SUITE 500, MILWAUKEE, WI 53205  
(414) 347-1607 FAX (414) 347-1347

Providing creative engineering design solutions  
on time and within budget!

Civil/Site Design  
Structural Design  
Bridge Design  
Stormwater Management Design  
Utility Design  
Roadway Design  
Environmental Coordination/Documentation

Public Involvement  
Survey / Staking / Layout  
Plat / Platting  
Certified Survey Maps  
Base Mapping



**GILES**

GILES ENGINEERING ASSOCIATES, INC.

GEOTECHNICAL • ENVIRONMENTAL • CONSTRUCTION MATERIALS CONSULTANTS

MILWAUKEE - 414/544-0118 • MADISON - 608/838-9708

**GMA  
Engineers**

- Structural Design
- Building Evaluation
- Restoration
- Integrated AUTOCAD

Gunnar Malm & Assoc., Inc.  
Consulting Engineers

6402 Odana Road  
Madison WI 53719  
(608)288-1108  
fax (608)288-1109





## Harwood Engineering Consultants

7720 Harwood Avenue  
Milwaukee, WI 53213

- HVAC
- Structural
- Telecom/Fiber Optics
- Plumbing/Fire Protection
- Electrical/Lighting Design

(414) 475-5554  
FAX (414) 475-5698



## RUTT CUSTOM CABINETS

Lippert Marketing, Inc.

414-255-0641

FAX 414-255-2149



## Kapur & Associates, Inc. Consulting Engineers

- Civil Engineering
- Electrical Engineering
- Survey
- Environmental Engineering

7741 N. Port Washington Rd  
Milwaukee, WI 53217

Phone: 414-351-6668

Fax: 414-351-4117



## Skot Weidemann Photography

Architecture, Aerial & Advertising

6621 Century Avenue, Middleton, WI 53562  
608/836.5744 Fax: 608/836.7121



Wausau, WI (715) 845-1333 • Green Bay, WI (414) 435-2488

Associates, Inc.

• Consulting Engineers • Electrical & Automation Specialists

- Lighting Design
- High, Med., Low Voltage Design
- Systems Design

- Instrumentation and Controls
- Automation
- Testing

## SOILS & ENGINEERING SERVICES, INC.



Geotechnical Material Testing and  
Environmental Consulting Engineers

1102 STEWART STREET  
MADISON, WI 53713-4648

608-274-7600  
FAX 608-274-7511



midwest engineering services, inc.  
geotechnical • environmental • materials engineers

WAUKESHA  
414-521-2125

APPLETON  
414-735-1200

CHIPPEWA FALLS  
715-830-0770

## Strass-Maguire & Associates, Inc

CONSULTING • STRUCTURAL • INDUSTRIAL • ENGINEERS



9064 N. DEERBROOK TRAIL

Milwaukee, WI 53223

Phone 414/354-4046

FAX 414/354-5008

## Meeting rooms designed to **IMPACT**

audio visual consultation, design, and installation



- boardrooms • training centers • auditoriums
- conference rooms • distance learning
- videoconferencing systems

Call Flint Bridge at 414.784.5880



PROFESSIONAL SERVICES  
TRANSPORTATION • MUNICIPAL • REMEDIATION  
DEVELOPMENT • ENVIRONMENTAL

Engineers • Architects • Planners • Surveyors • Scientists

Baraboo, WI  
Beaver Dam, WI  
Friendship, WI  
Madison, WI  
Rhinelander, WI  
Galena, IL

1-800-362-4505



105 E. Washington St.  
P.O. Box 934  
West Bend, WI 53095

Phone: (414) 334-7822  
in Milwaukee: 342-4344  
Fax: (414) 334-3484



## ORLANDINI STUDIOS, LTD.

—Since 1936—

Decorative Plaster

Supply Co.

Architectural Ornament

Supply—Install—Restore

Julian Orlandini

633 W. Virginia St.

Milwaukee, WI 53204

(414) 272-3657

## WHERE CAN YOU FIND **STYLISH ITALIAN LAMINATES**

BY ABET LAMINATI

westlund, of course. 1-800-325-6878

## Wisconsin Architect magazine

- Statewide Distribution of 3,700+
- Featured Architect Projects
- Convention Preview
- Affordable Advertising Rates
- 6 Issues/Year
- Official publication of AIA Wisconsin, a Society of The American Institute of Architects

Phone 608/257-8477 or 800/ARCHITECT (in WI)

Advertise Here



# The paint behind the paintings

Most art benefits from a carefully chosen setting. That's why galleries and artists choose Mautz paints to showcase their works. It might be because of our broad palette and custom mixing; our great coverage and consistent, reliable quality; our unbeatable service when it comes to custom projects, delivery, and help with specifications.

And it will involve a certain pleasure to the eye.

Make the artist's choice — specify the paint that will enhance your architectural endeavors. Call 608-255-1661.

What we do for Matisse, we can do for you.



Mautz Paint Company-Corporate Office  
P.O. Box 7068, Madison, WI 53707-7068



The Porter Butts Gallery pictured above is one of many that has used Mautz Paint. Others include the Chicago Art Institute and the Elvehjem Art Museum at the University of Wisconsin-Madison.



## lightruss

A modular indirect lighting system available in two sizes. Designed to illuminate environments ranging from compact to large open spaces. Configure to include horizontal or vertical runs, gentle curves, multiple angles of any radius or even changes in elevation.

lightruss accommodates a palette of optical systems that simply drop into the modules.

lightruss 2 features die-cast, extruded aluminum components, anodized and powder coated to withstand corrosive environments such as natatoriums.

For optimum illumination that goes the distance the choice is lightruss - from SPI.

SPI Lighting Inc.  
10400 North Enterprise Dr.  
Mequon, WI 53092

414 242 1420  
414 242 6414 FAX  
Call, write or fax for more information

**SPI**

